NOVEMBER 1937

GOOD PACKAGES *make* GOOD DISPLAYS

When L. K. Bishop, Manager, Paint and Lacquer Division of Paraffine Companies, Inc., decided on lithographed Canco containers to replace the previously used paper-labelled cans, he knew that eye-catching display and quality appearance would help sales. What happened? Sales have more than doubled!

. . . and good displays are sure to jack up sales and increase profits. A well-designed, fresh-looking package is a display in itself—it attracts eyes, awakens interest, clinches sales. Individually or in groups, Canco containers sell the products they display.

Here's an unusual display made by simply enlarging a four-ounce can, retaining its original design and shape. The small cans alone would make an effective display—but the jumbo can carries an extra punch that quickens sales. Acts as a cabinet, too—has shelf space inside to keep the product in easy reach. Perhaps an idea like this will help display and sell **your** products, too.

Cleanliness in a clean-cut package! Here again product and container harmonize—and the cash register **sings!** This fibre package has a handy pouring spout, which enables the user to re-close the package after pouring out desired quantity. Thus, the contents are more easily kept fresh, clean, dry. Women appreciate the convenience.

If you want to add the sales value of modern Canco packaging to **your** product, write our nearest sales office.

CANCO

AMERICAN CAN COMPANY

230 PARK AVENUE, NEW YORK, N. Y.

104 SOUTH MICHIGAN AVENUE, CHICAGO 111 SUTTER STREET, SAN FRANCISCO

WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS

MANY PRODUCTS owe their long sales life to the way they are packaged ▸ ▸ ▸ Ease of opening . . . protection of product until the last drop has been used . . . the name of the manufacturer lithographed on the cap . . . these points have subtle influence on repeat sales ▸ ▸ ▸ Products sealed with Phoenix S T Caps, decorated, receive full benefit of these sales-stimulating factors.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO ★ 3720 FOURTEENTH AVE., BROOKLYN

ALL THESE PRODUCTS ARE CARTONED ON ONE REDINGTON

..to the enthusiastic approval of WHITTEMORE

Five different products—*two* sizes of cartons—but no one product cartoned in sufficient quantity to warrant the economies of Automatic Cartoning. Redington met the situation with an *adjustable* Continuous Loading Cartoning Machine. How efficiently this Redington does the job is attested to in the letter from Whittemore Bros. Corp., Cambridge, Mass.... makers of shoe polish for ninety-seven years.

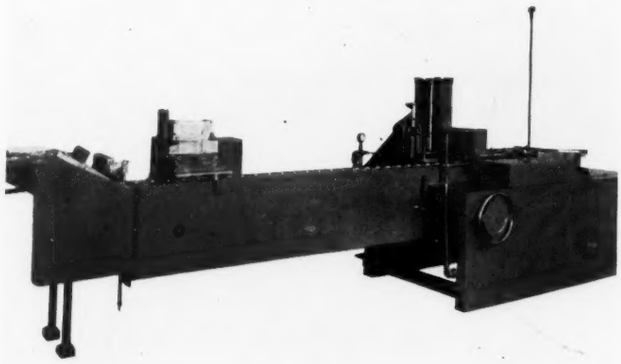
An example of Redington adaptability is the way the circular is placed over the top of the bottle...from *side to side* instead of from front to back as is usual. This forms a pocket for the enclosure of a velour applicator, brush or dauber. The complete cartoning is done at the rate of 100 cartons a minute. Reason again why "If It's Packaging—Try Redington First."

Quoting from the letter of Mr. R. Dudley Diggs,
Treasurer, WHITTEMORE BROS. CORP.

"We are pleased to tell you that the cartoning machine installed in our plant has, so far, met our requirements and has in every way fulfilled our expectations. We have made long runs on most of the products which will be cartoned by it, and made test runs of other products also to be cartoned...our operators are now capable of changing over from the large to the small size with sufficient skill to allow us to feel confident they can operate it without serious difficulty.

"We wish also to say a word regarding your service man. We found him to be most competent, patient and genial, and willing at all times to teach the operating crew every detail of operating. We are...deeply appreciative of his help and the pains he took.

"We feel that the addition of this machine is going to solve our production problem in our bottling department, and are pleased to say we believe the machine is going to do everything you claim for it."



F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon Street, CHICAGO, ILL.

1897-1937 FORTIETH ANNIVERSARY

REDINGTON
Packaging Machines

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING

MODERN PACKAGING

NOVEMBER 1937

VOLUME 11

NUMBER 3

IN THIS ISSUE

General interest

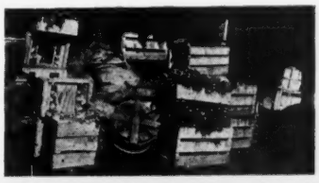
The Textile Industry—A Survey 29
Windmills, Town Talk, and Bread (Worcester Bread) 34
New Can Preserves Identity (College Inn) 35
Coming Spring and Holiday Trends 36
Style Chart of Papers for Spring Holidays ..... *Insert opposite* 36
Packaging Pageant 38
Hardware Turns to the Right 44
Pre-Testing Governs Pioneer Designs 46
More Gifts for Mere Males 48
Imported Cheer in Holiday Dress (Shieffelin) 50
Let 'Em Eat Fruit Cake (Larsen Baking) 60
It's a Natural! (Signet Beverage) 62
Carton Reflects Today's Market (Tritzel's) 96
Refreshing Drink, Refreshing Label (Cherefresh) 98
Quick Change Act 100
Keeps It Fresh Till Used (Muskegon Celery) 100
Editorial Opinion 102
Plants and Personalities 104
For Your Information File 108
Billet Doux and Dates (White & Wyckoff) 118
Index to Advertisers 120

Display section

Pioneer-ing a New Approach 51
Eye Appeal? I'll Tell the World! (Murine) 53
Gallery of Advertising Displays 58
Salesmen Set 'Em Up (National Biscuit) 64

Machinery production

Machines and Hand Operations Successfully Combined (Smith, Kline & French) 67
Handling the Round Package 72
Picking Profits Out of the Air 78
Equipment and Materials 84



NEXT MONTH

Paul Work, Professor of Vegetable Crops, Cornell University, says that the vast vegetable industry of America, a $600,000,000 giant in the field of agriculture, is a challenge to modern packaging. Truckload after truckload of vegetables go to market in used containers. Countless quantities of other kinds of vegetables are subjected to indecent exposure—to dust, dirt, and evaporation. An epoch-making and exclusive presentation of a hitherto neglected packaging field. By an authority who knows his stuff, and how to write.

Member Audit Bureau of Circulations

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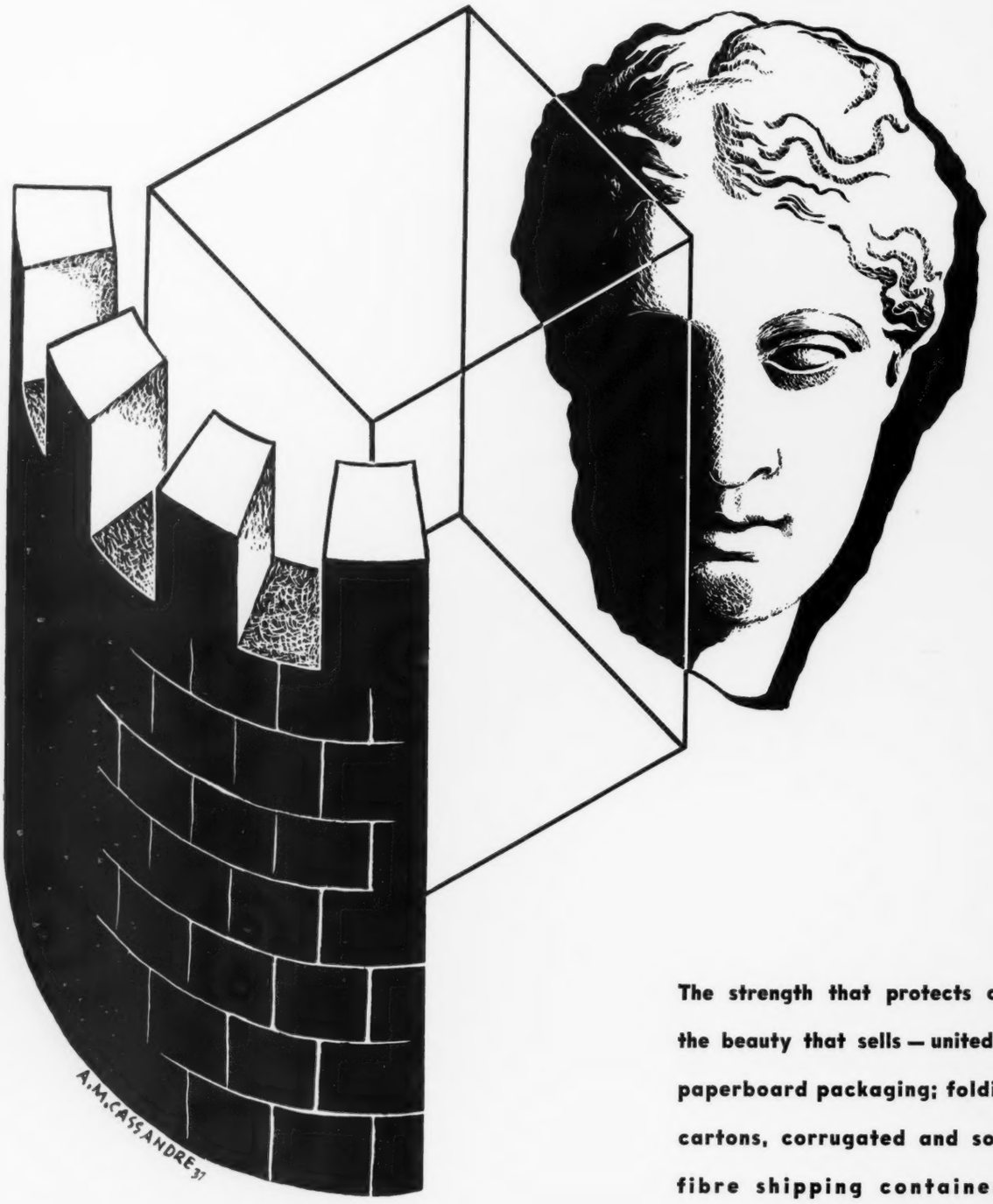
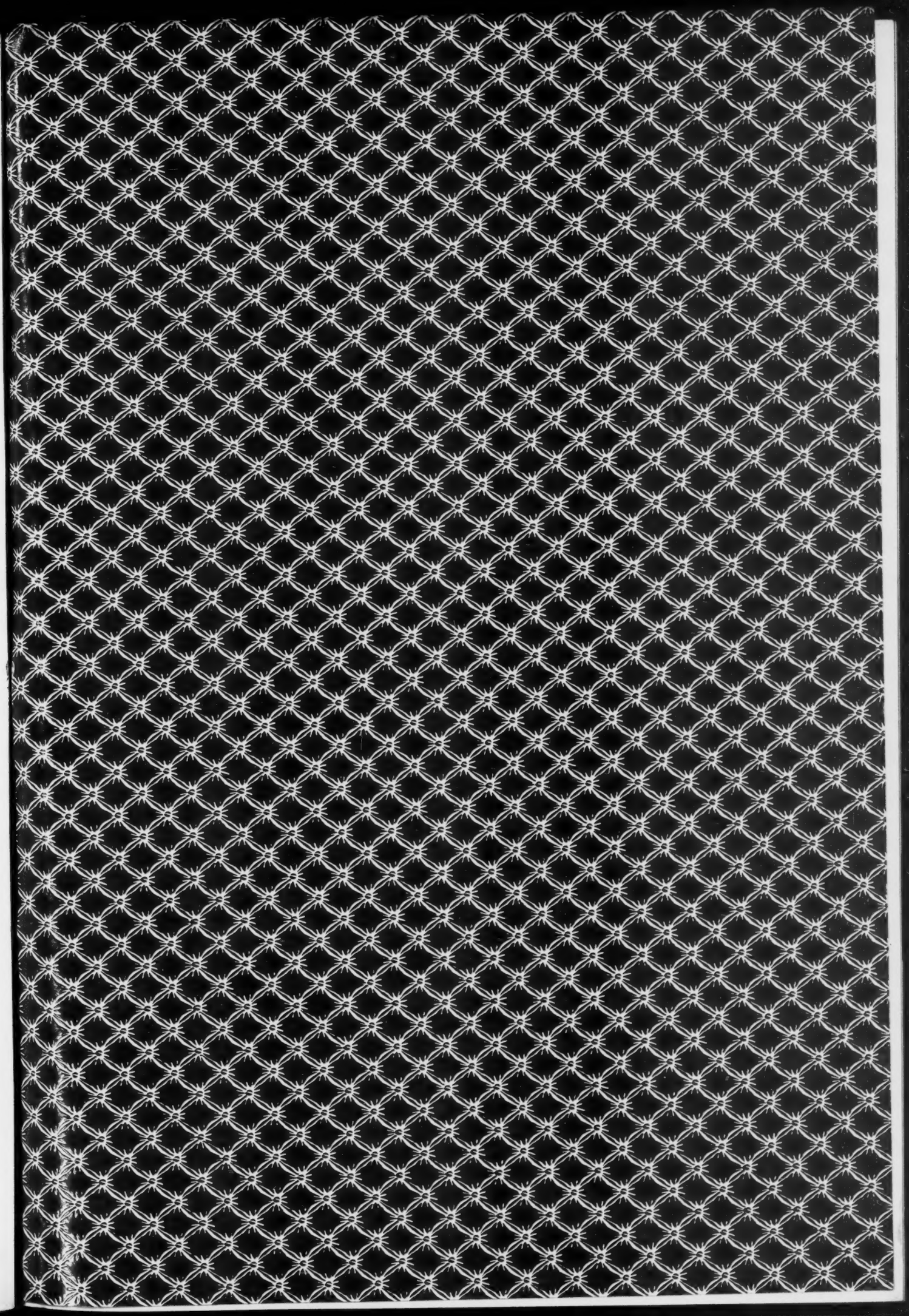
STRENGTH & BEAUTY

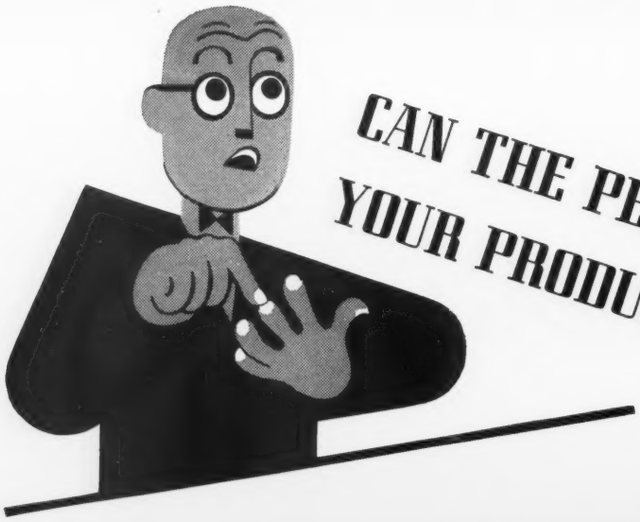


The strength that protects and the beauty that sells — united in paperboard packaging; folding cartons, corrugated and solid fibre shipping containers.

CONTAINER CORPORATION OF AMERICA

Write to 111 W. Washington Street, Chicago, for an illustrated booklet that describes our plants and products





CAN THE PEOPLE WHO BUY YOUR PRODUCT ADD?

Your Product	$ .94	Your Product	$ .94
Permanent Package	.17	Set-Up Paper Box	.06
Selling Price	$1.11	Selling Price	$1.00

They can, you may say, but they don't. Perhaps not — in the manner shown above. But — do you expect them to believe that you are *giving* them an expensive "permanent" package? Do you expect to fool today's consumers so easily — when they are demanding — and receiving — increasingly complete and detailed information about the quality and price of the products they buy?

Learn what a set-up paper box by Ritchie can do for you! Learn what an important *merchandising* factor it can be. How it can win free display space and consumer preference for your product. Investigate the *economy*, the *sales value* of a Package by Ritchie!

Set-up Paper Boxes — Fibre Cans

71 YEARS of packaging experience — seventy-one years of learning how to put sales appeal in a package — is behind a Package by Ritchie. Today Ritchie packages help to sell nationally-known products in almost every field.

W. C. RITCHIE AND COMPANY • 8849 BALTIMORE, AVENUE • CHICAGO

NEW YORK PHILADELPHIA DETROIT CINCINNATI LOS ANGELES ST. LOUIS MINNEAPOLIS FT. WAYNE

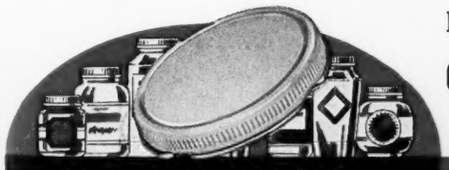
THE difference in what these men are doing is simply in the viewpoint. Yet it is the difference which separates mere labor from craftsmanship.

In the plants where CCS CLOSURES are made, men go about their work with the spirit of craftsmen. They are not simply running a business, not merely operating machines—they are making fine closures—for you! This accounts for the unmatched quality, the unerring accuracy of CCS CLOSURES. Every operation—from design to delivery—is aimed at giving you the finest closures that can be made.

If you sell your product in a sealed container, there's a CCS CLOSURE to meet your needs. Get samples and compare them. They are yours for the asking.

CROWN CORK & SEAL COMPANY • BALTIMORE, MD.

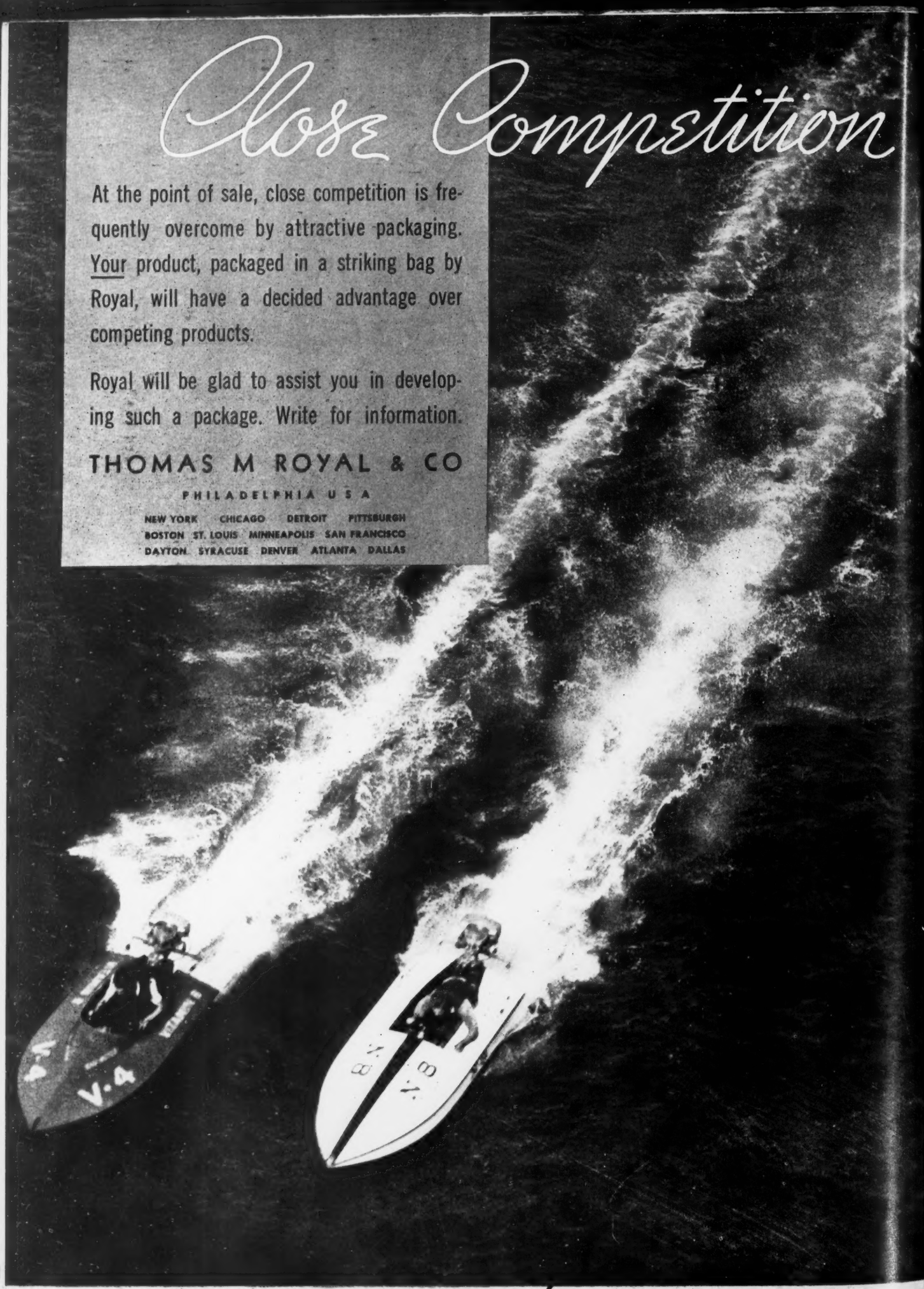
World's Largest Makers of Closures for Glass Containers



CCS CLOSURES

"BETTER SEALING FOR BETTER BUSINESS"

SCREW CAPS · VACUUM CAPS · LUG CAPS · V. P. O. CAPS · CROWNS · MASON CAPS · DOUBLE SHELL CAPS · CAPPING MACHINERY



PACKAGES by ROYAL


Spring Fancies
1938 FEBRUARY
Try Dejonge Fine Glazed Paper in a new Block pattern (FG 1097-145) for a smart Valentine package
1938 MARCH
Put a Dejonge Sport-art Paper (Art 1785), on a St. Patrick's box and trim with emerald green (No. 743)
1938 APRIL
Add sales prestige to an Easter package with Dejonge Lilydot (2397-15)
1938 MAY
Package your Mother's Day merchandise daintily in Dejonge Rose Wood Veneer (2279-9)
LOUIS DEJONGE & CO.
155 SIXTH AVENUE NEW YORK
Chicago Boston Philadelphia
Pacific Coast - Zellerbach Paper Co.
Use the complete line and styling resources of Dejonge, one of the oldest fancy paper manufacturers in the entire world.
A host of new and novel papers are carried in stock for every packaging occasion. Mother's Day, Father's Day, Easter, Christmas and similar gift-demanding holidays are appropriately symbolized by special designs.
Send today for sample sheets and swatch books of patterns suitable for any special promotion or fine papers for your general packaging needs.
For quality and leadership. . . .
See Dejonge

Anchor Closures

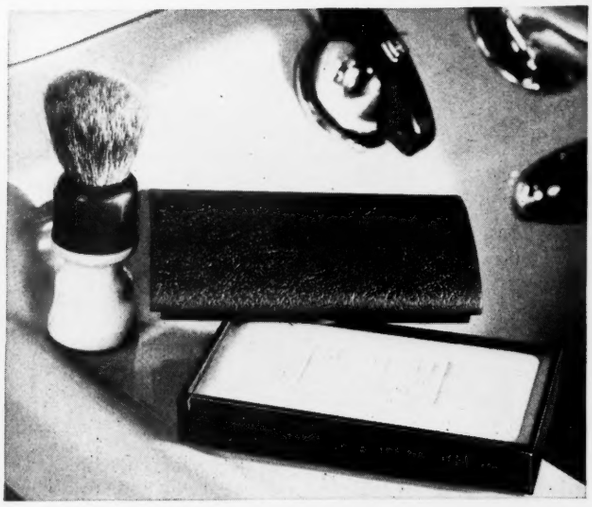
TO LOOK ON CAPS as merely another of the many supply items of a business is only part of the story. Buy your closures for the aid they can give to your merchandising operations. Put the emphasis on the *service* a cap can give. For in reality you are buying product protection, consumer satisfaction, attractive appearance rather than merely caps. In order to assure that Anchor customers get the last ounce of service out of their closures, we make all sorts of kinds and styles . . . so that the one you select will be that one which is most perfectly suited to your merchandising policies, to your product and to your packages. For that reason we say "Come to Anchor for your closure requirements — for there you are assured of an honest, unbiased recommendation." ANCHOR CAP & CLOSURE CORPORATION, Long Island City, New York; Toronto, Canada. *Branch offices in all principal cities.*

★ Capstan Glass ★

THE evidence of craftsmanship is in little things. A $75 suit of clothes may be from the same bolt of cloth as ordinary "store clothes" but the tailored suit does real justice to the wearer. It fits perfectly, not just tolerably well; every detail is nicely finished; it's a suit you are proud to wear. ¶ So with Capstan glass containers. They are finely made, not just good enough to get by. Capstan's intent is to have every container that goes out of our plant do full justice to the product it is to hold. To have the greatest effectiveness it must suit the product perfectly, must present an attractive appearance, must be practical for packer or manufacturer. The job of Capstan representatives is not only to sell quality glassware but to keep these points uppermost in mind. CAPSTAN GLASS COMPANY Connellsville, Pa. *Associate Company*: SALEM GLASS WORKS. Branch offices in all principal cities.

DUAL-USE PACKAGES

that add 'Quality' Appeal



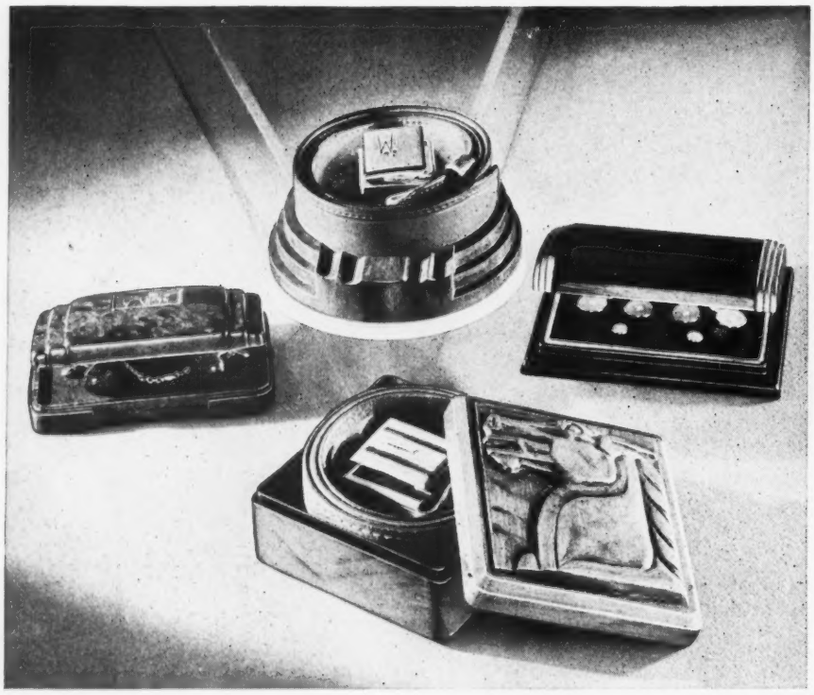
FOR UTILITY merchandise, especially, the adoption of Bakelite Molded dual-use containers has proved a highly successful method of giving products new individuality and increased sales appeal. These lustrous colorful containers not only emphasize the quality of the merchandise, but also offer to the purchaser the added value of a handsome durable container for other personal uses.

Recent outstanding applications of Bakelite Molded containers to this type of merchandising are the Bourjois and Hickok packages, illustrated. In original designs, with finely textured and embossed surfaces, these boxes contribute a "quality" appeal that increases saleability.

Bakelite Molded containers are available in many attractive stock patterns, in a wide selection of colors; or may be readily obtained in individual designs if quantities warrant the purchase of special molds. Because of special production advantages offered by Bakelite Molded construction, many unusual designs can be produced which make the packages distinctive.

Package designers and marketers of packaged goods are invited to learn the many advantageous possibilities for better packaging offered by Bakelite Molded.

Write for our comprehensive illustrated booklet 8C, "A Guide to Modern Packaging with Bakelite Materials."



(Above) The new Bourjois "Shav Pak" with richly grained container of brown Bakelite Molded. Molder: Niagara Insul-Bake.

(Left) Hickok belts and jewelry distinctively packaged with Bakelite Molded containers in black, two-tone brown and Circassian Walnut treatment.

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.

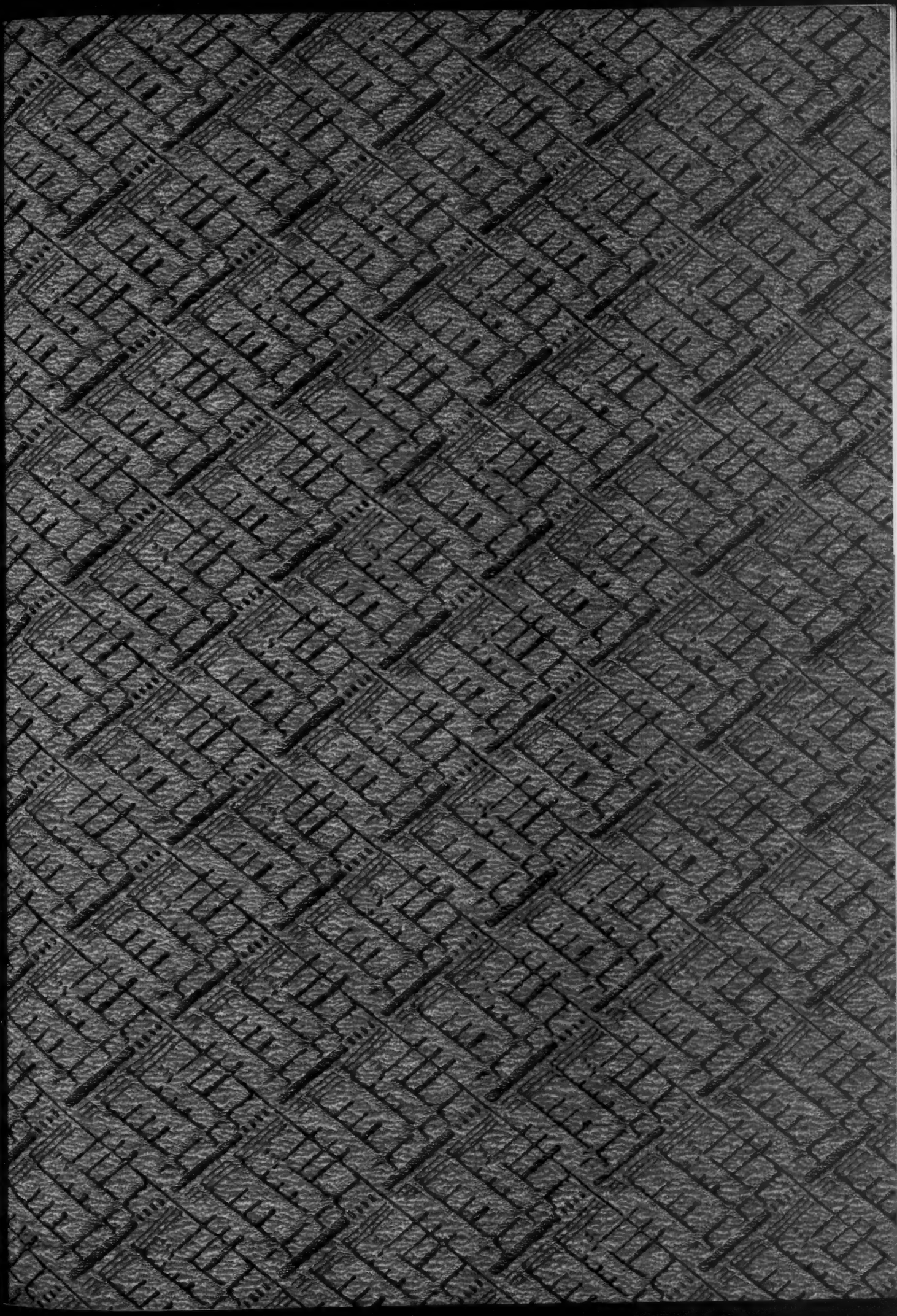
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Canada *West Coast:* Electrical Specialty Co., Inc., 316 Eleventh Street, San Francisco, Cal.

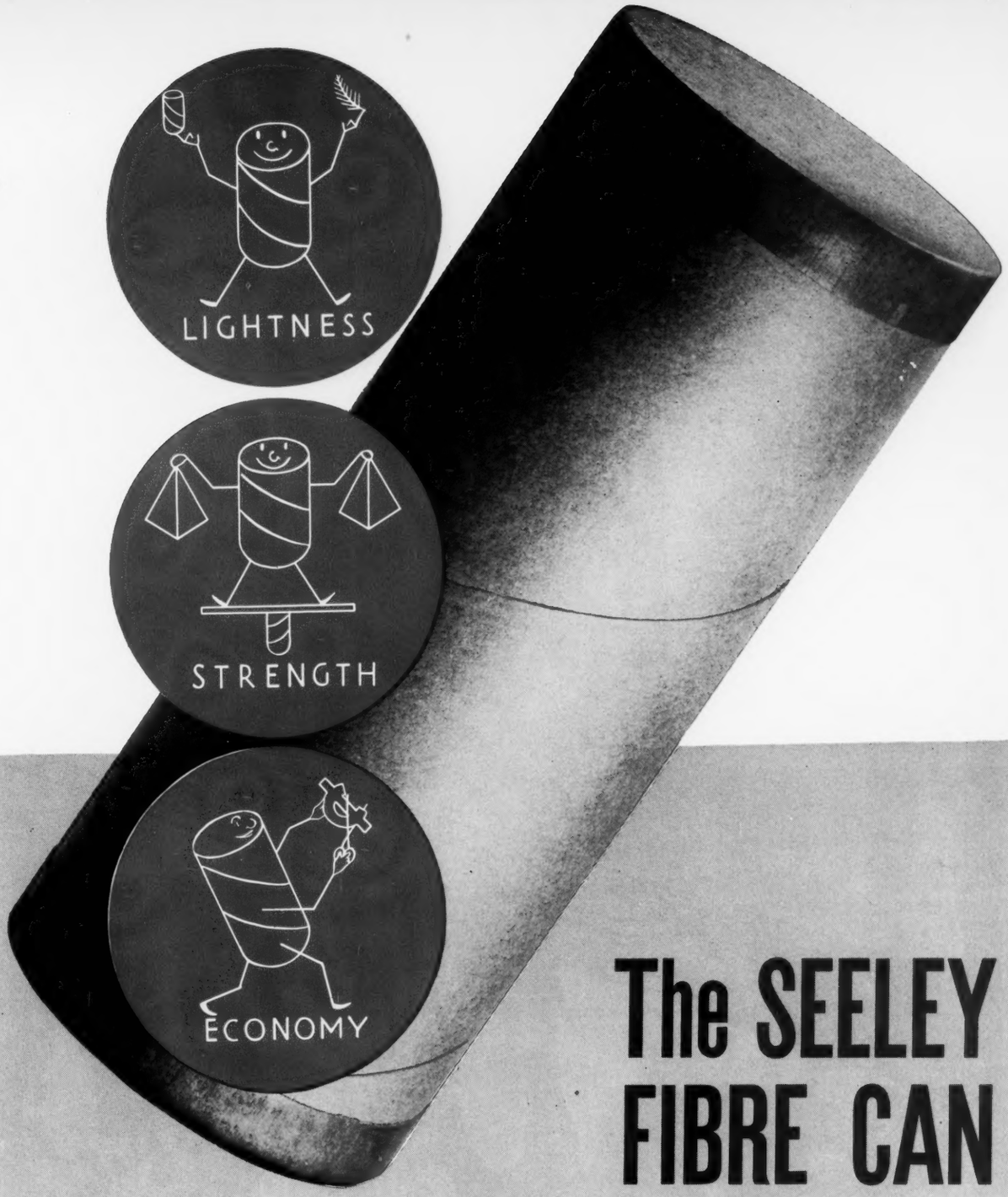
BAKELITE

REGISTERED U S PAT OFF

"The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products"

THE MATERIAL OF A THOUSAND USES





The SEELEY FIBRE CAN

. . . . no better package at any price!

Check over the things you want in your package. Then check the things that Seeley Fibre Cans offer you. See the perfect match of every desirable quality.

For Seeley knows how to build sturdy fibre cans . . . strong enough to stand all the hazards of shipment, packing and storage . . . light enough to give you marked freight savings . . . and lower, far lower in cost than you would expect.

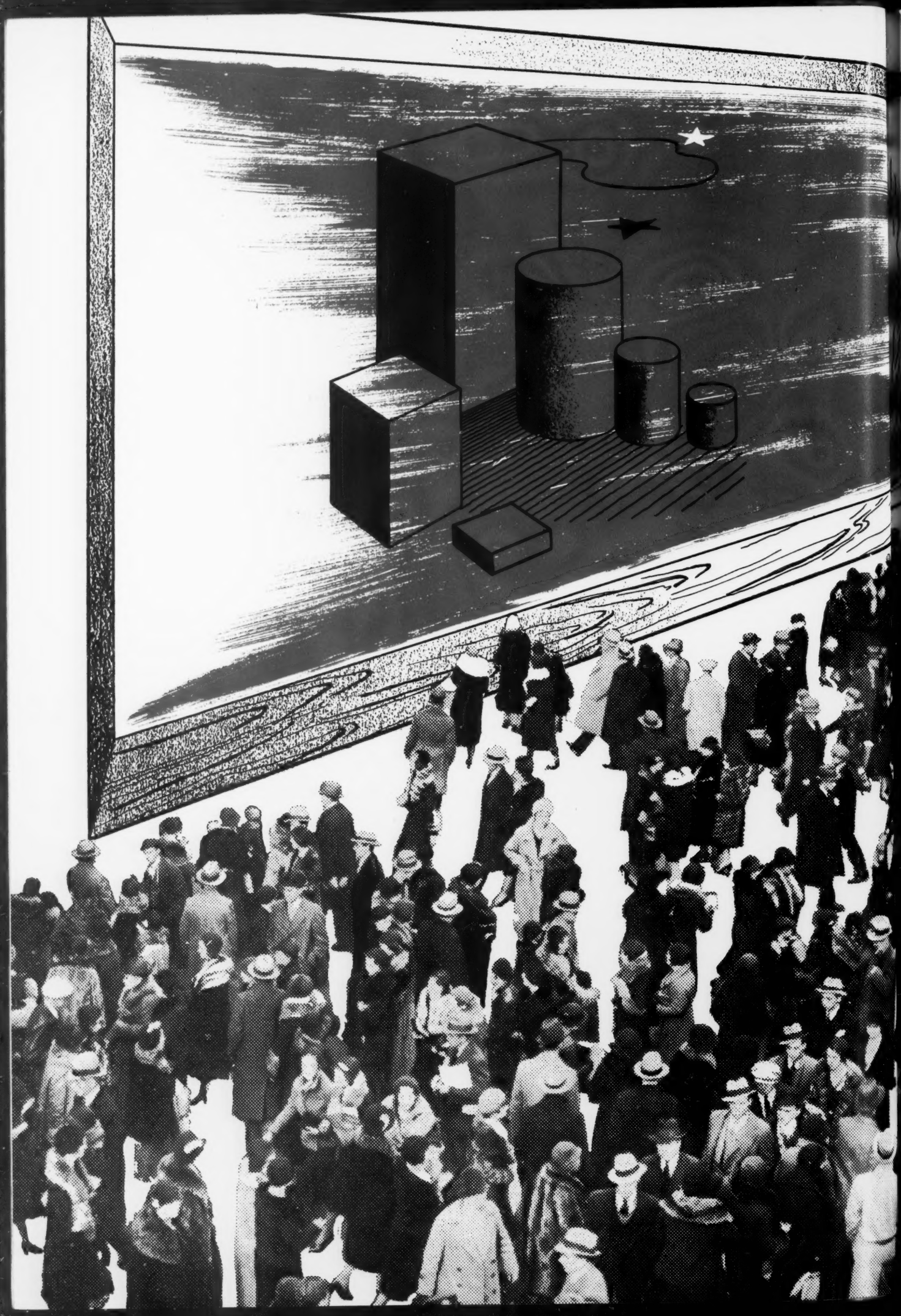
Top these qualities with attractive appearance, tamper-proof features if desired, ease of filling and closing, convenient metal or paper tops and bottoms (many of them with pouring or shaker-top devices developed by Seeley) and a simple manufacturing process that insures speedy, "when-you-want it" delivery.

No wonder so many Seeley Fibre Cans are being used today for food products, cosmetics, seeds, hardware, chemicals, drugs, candies, etc. Place your product before Seeley. Challenge them to show you how a Seeley Fibre Can brings you strength, lightness and economy plus true consumer sales appeal.

SEELEY TUBE and BOX COMPANY

360 THOMAS STREET NEWARK, N. J.

Seeley manufactures a complete line of fibre cans (all-fibre and composite) for the drug, insecticide, chemical, food, textile, wire, baking and other industries. Set-up and "set" boxes for all purposes.



THE PRODUCTS AMERICA WILL BUY NEXT YEAR are slated to WIN IN . . . . . THE 1937 ALL-AMERICA PACKAGE COMPETITION

We don't know what they will be. Many of the entries haven't yet reached us. But we do know that past experience has proved that All-America winners are Sales Winners as well.

True, they would have forged ahead win or lose. For good products, good merchandising, good advertising . . . and a good package . . . form an irresistible combination. But—on the word of such winners as Campana, A & P, Schaefer Beer, Hormel, Pioneer Suspender and a host of others . . . the publicity, the added dealer acceptance, the display appeal gained through winning the All-America award played a major part in hastening success.

It's not too late for you to enter your new packages or displays. Write for entry blank. No fee is involved in entering this competition.

THE 1937 ALL-AMERICA PACKAGE COMPETITION

Sponsored by

MODERN PACKAGING

425 FOURTH AVENUE NEW YORK, N. Y.

BEHIND THE SCENES

is often more important than the show.

The above illustration of nationally distributed products shows them as simple tuck-end folding cartons, but each has a unique hidden construction that enables it to *deliver the goods* in an orderly manner and with the maximum protection.

If you have a packaging problem where more than one unit has to be held in its place, such as a bottle and a glass dropper, a separate dispenser top, etc., why not investigate the R.T.G. MUL-TI-PAC folding carton? We will be pleased to send to you a working sample upon request.

THE RICHARDSON-TAYLOR-GLOBE CORPORATION

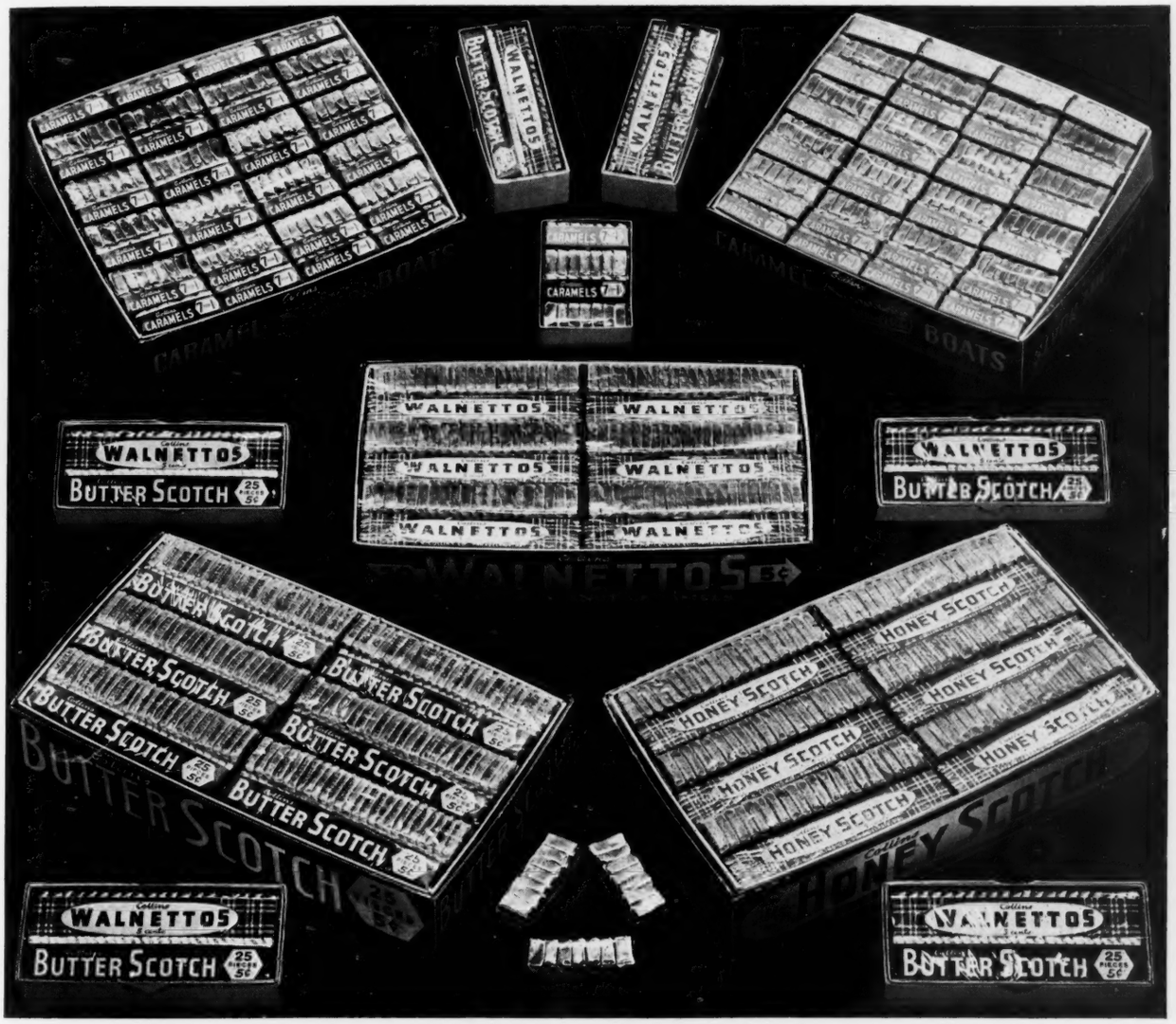
CREATORS, DESIGNERS AND MANUFACTURERS OF DISTINCTIVE FOLDING CARTONS

4508 West Mitchell Avenue • Winton Place • Cincinnati, Ohio

SYLPHRAP-Sylvania Cellophane

(Reg. U. S. Pat. Off.)

Retains the Freshness and Flavor



SYLPHRAP aids in preserving the quality and flavor and prolonging the freshness of these caramels. That's why they are so popular and why sales continue to mount. ¶ **SYLPHRAP**-Sylvania cellophane, clear transparent or colored, will give your product life and color, and display it so as to lure the buyer's eye. It will assist you in increasing sales. Let us send you color chart.

SYLPHRAP *Is "Quality's Best Attire"*

MANUFACTURED BY

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd Street, New York

Works: Fredericksburg, Va.

SYLPHRAP
QUALITY'S BEST ATTIRE

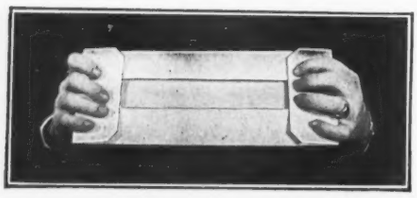
BRANCH SALES OFFICES
427 West Randolph Street, Chicago, Ill.
120 Marietta Street, Atlanta, Ga.
809 Santa Fe Building, Dallas, Tex.
201 Devonshire Street, Boston, Mass.
260 South Broad Street, Philadelphia, Pa.

PACIFIC COAST
Blake, Moffitt & Towne
Offices and Warehouses in Principal Cities

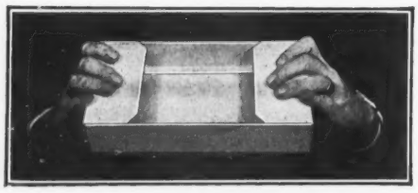
CANADA
Victoria Paper and Twine Co., Ltd.
Toronto and Montreal

We can help you, too . . .

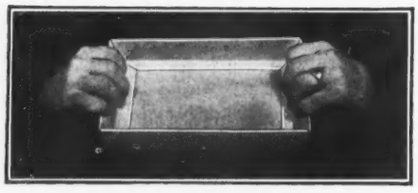
USE SIMPLEX BOXES



1. Simply hold lightly at ends



2. Press straight together



3. Push down flaps with fingers

Trade Mark
Made Under License in All Parts of
The U. S. A. and Canada

"An economical box that is folded from a blank with internal locks."

Simplex boxes permit of economies in production. They save in setting up, packing, handling and storage.

Special boxes for individual customers are made for manufacturers in many different industries.

Stock boxes for hundreds of purposes.

Save time, money and floor space.

Use Simplex boxes.

Your Inquiries are Invited.

SIMPLEX PAPER BOX CORPORATION

LANCASTER, PENNSYLVANIA

"The Solution to the Set-Up-Box-Problem"

LITERALLY DOZENS OF NEW SURVEYS AND STUDIES . . .

by the Institute of Package Research. Studies of the package and display desires of various industries; studies of plant operation, obsolescence, efficiency; studies of design protection, the value of redesigns, etc., etc. Every one of them bringing to light hitherto buried facts of immense value to every packager.

PAGES AND PAGES OF NEW DISPLAYS AND NEW PACKAGES . . .

More important to you than ever before because—with rising business, competition has turned more than ever to the use of new designs and new constructions for packages and displays. MODERN PACKAGING brings you the news sooner and in more complete form than any other journal because MODERN PACKAGING is at the fountain-head of package and display information . . . gets the news first and in fullest detail.

MORE NEWS ON NEW MATERIALS AND NEW MACHINES . . .

In the special section on Packaging Production now a regular feature of each issue of MODERN PACKAGING. Dozens of new aids for the packager—held up by the depression—are now reaching the market. You want to know about them first and in full detail.

Coming in
MODERN PACKAGING

GET ALL THE FACTS, ALL THE NEWS, ALL THE DEVELOPMENTS IN MODERN PACKAGING

Mail today the subscription card you will find bound into this issue. Insure your getting every issue for the next twelve months. MODERN PACKAGING carries more paid up subscriptions today than ever before. You cannot afford to miss an issue. ACT NOW!

MODERN PACKAGING
425 FOURTH AVENUE NEW YORK, N. Y.

"In actual production ★ PYROXCOTE is used"

★ PYROXCOTE

Pyroxcote is the name of a family of lacquers, the processes related to their application, and the methods of using them in packaging—whereby such results as are here illustrated become mass production realities. Lacquers, processes, and packages are developed and engineered for individual products by—

PYROXYLIN PRODUCTS, Inc.

4852 SOUTH ST. LOUIS AVENUE, CHICAGO

RIEGEL GLASSINES

THE SILENT PARTNER*

IN MANY A SUCCESSFUL PACKAGE

Sales Go Up...

WHEN CIGARS ARE PROTECTED WITH REYNOLDS METALS' NEW TRI-SEAL WRAP

Gains Up To 200% In 86 Cities Reported By Garcia Grande Cigars

Smokers no longer need stand at tobacco counters playing the old game of "trying-to-pick-a-fresh-cigar." As a result of the development of the sensational new Reynolds Metal "Tri-Seal Wrap," a man can now step up to any cigar counter and buy a cigar that's as fresh as the day it was made at the factory. The harmful effect of varying climatic conditions on cigar freshness has long been recognized by the cigar industry as an acute problem. To overcome this, Reynolds Metals embarked on a program of research that resulted in the perfection of an individual cigar humidor that is made of a sheet of non-porous moisture-proof Reynolds Metal, reinforced and lined with glassine. These prove conclusively that light, air and humidity cannot penetrate the metal shield and destroy cigar freshness, flavor and aroma.

REYNOLDS METALS COMPANY, INC., 19 RECTOR ST., NEW YORK

"GET BEHIND THE FRESH CIGAR MOVEMENT"

Independent surveys among dealers prove that cigar freshness is a greater factor with cigar smokers than has been generally realized.

● Reynolds Metal is used in covering the new Garcia Grande Cigar Box. Because of its clean, bright, silver-like sheen, Reynolds Metal not only adds a sparkle to each cigar, but it offers a box that is modern in design and attractive enough to warrant a place of prominence in the home and office.

HOW TO REMOVE INDIVIDUAL HUMIDOR

1. Tear tab on back of wrap. **2.** Tear wrap around middle of cigar. **3.** Remove both halves of Individual Humidor.

REYNOLDS TRI-SEAL WRAP NOW PROTECTS ALL GARCIA GRANDE IDEALS

Investigate the possibilities of Riegel Papers. Write for our 1938 Packaging Portfolio

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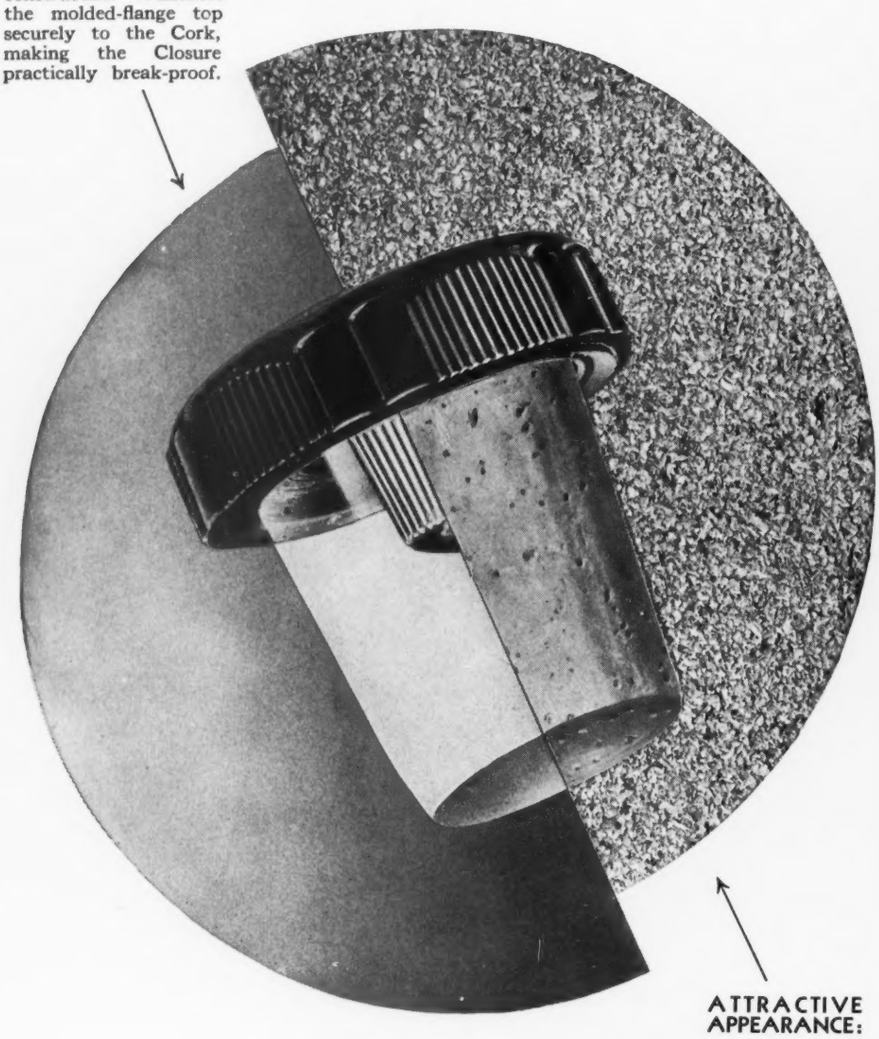

ATTRACTIVE APPEARANCE:
This exterior view of a Mundet Molded Closure shows how it appears, ready for use. Good looking, strongly made, this modern re-seal Closure gives a perfect seal to glass-packed products.

CLOSE INSPECTION shows the precision construction and rugged character of Mundet Molded-Flange Closures.

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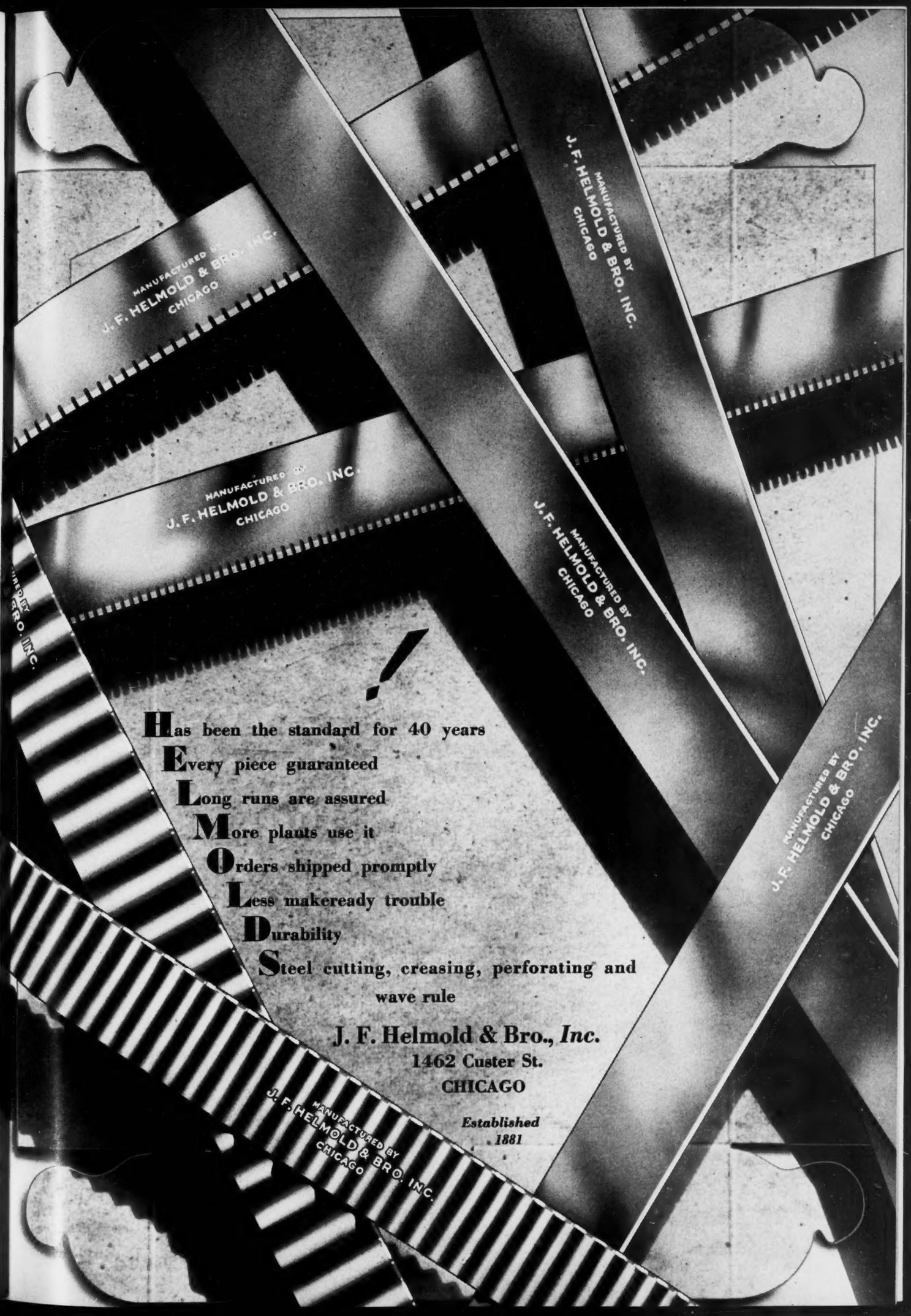
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MODERN PACKAGING

NOVEMBER 1937 VOLUME II NUMBER 3

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THE TEXTILE INDUSTRY

A Study of Its Utilization of the Package as a Tool of Merchandising, an Analysis of the Conditions and Trends Influencing Its Future Package Policy, and a Survey of Desires and Reactions of Textile Retailers in Respect to Textile Packaging. Conducted by Modern Packaging's Institute of Package Research

THE TEXTILE INDUSTRY, IN ITS MOST INCLUSIVE sense, is the second largest in the country. Upon it depend a host of other industries, from the sheep-herders of the Far West and the cotton-pickers of the Deep South to the machine-builders of the North and Middle West. Within the immediate limitations of the industry itself, over a million people are engaged in handling and processing. In its various ramifications, from fibre growing to final sale, the industry affects fully one-quarter of all the wage earners of the country.

Within the last [illegible] years, the textile industry has been affected to as great an extent as almost any other by technological change and regional shifts. Relying, as it does, upon international sources of supply for a portion of its raw materials, and upon the export market for an outlet for part of its finished products, the industry has suffered, perhaps more than any other, the stresses that have marked industrial development during the last quarter century.

In addition, internal stresses, in the form of an aggravated condition of obsolescence in certain parts of the industry's productive machinery, have tended to complicate the problems of the textile manufacturer and merchandiser. A further complication has been found in the introduction of new materials, notably the rayons and acetates, and of new processes for treatment of textiles to increase their wearability. Each of these changes has created a whole series of new problems for almost every factor in the industry.

A further and a perpetual problem in most branches of textile production is induced by the fact that more than any other materials, the textiles are subject to wide and extremely rapid style fluctuations. That which is completely acceptable and in highest demand at the present moment may tomorrow become almost a hopeless drug on the market.

In view of these conditions, it is not surprising that textile packaging is not so far advanced throughout the industry as packaging is in the more stable food, drug, and tobacco fields. It is rather to be marveled at that so much progress has been made, particularly in the span of the last five years, under conditions which might be judged as insurmountable.

Progress in textile packaging has not been even.

A SURVEY CONDUCTED BY THE MODERN PACKAGING INSTITUTE OF PACKAGE RESEARCH

Certain branches of the industry, either because of the nature of the product manufactured or the strength and progressive outlook of the major firms within the branch, have progressed further than other fields. In some cases, notably in the field of women's coats and dresses, and to a somewhat lesser extent in that of men's coats and suits, the nature of the product and the manner in which it is sold and displayed has tended to hold packaging efforts down to the mere supplying, by the retailer, of a shipping or carrying package, whose only utility is as a container for transportation purposes.

In contrast, the accessory fields, particularly that branch of the industry supplying men with belts, garters, braces, and similar items, has pioneered many innovations in packaging and explored many packaging possibilities with such notable success that other industries have been able to profit through a study of this sector of the textile industry's experience.

On the other hand, in a sort of middle ground where most progress is to be expected in the immediate future lies a group of textile-processing industries supplying articles of comparatively small style fluctuation for use in the home. Here, while much progress has been made by the manufacturers of sheets, towels, blankets, handkerchiefs, and similar items, still more progress is to be expected in the immediate future. Particularly will this trend be noted in conjunction with a parallel trend gaining momentum through the industry, for the establishment of continuous standards of product identification. This particular phase, "Consumer Standards and Their Effect Upon Packaging," will be treated in a separate section of this survey.

A SURVEY OF TEXTILE RETAILERS

IN ITS STUDY OF THE TEXTILE FIELD, THE INSTITUTE of Package Research has been in constant contact with a large group of textile manufacturers and converters, as well as with the vast majority of those package-supplying firms who serve any portion of the textile field. It has not, however, relied upon these contacts alone. Very many of the conclusions reached in this survey, and the largest part of the statistical data quoted, will be found to be based upon the results of a long series of communications with hundreds of department store merchandise men and buyers interested in all phases of the textile situation. In addition to personal contact and correspondence with many of these stores, slightly over one half of all the department stores in the United States (as listed in Sheldon's Directory of Representative Retailers), were questioned on a number of points regarding their use of textile packages, their liking for or complaints against specific packages, and their desires, both general and specific, for future packaging operations.

The manner in which these questions were submitted was such as to assure a thoroughly representative return. Stores were selected by State-wide groups, thus insuring a proportional representation as between small and large stores and small-city and large-city stores, identical to the proportion in which these typical stores exist in the retailing field at large. The states covered were located in every region of the country, with the exception of the West Coast, and thus it has been necessary to make no allowance for special regional customs or differences. While such differences do exist and will affect the packaging problems of every body that textile manufacturer, the general conclusions of this survey will be found to have given proper weight to these differences because of the manner in which the survey has been conducted. Questionnaires were sent, with a covering letter to the merchandising manager in charge of textiles in each store, with the request that he pass these on to the buyers in each department of the store handling textile products. Each department was identified on its own return. By this method a break-down, by classification of goods handled, has been made possible.

An unusually large percentage of returns was made upon these questionnaires, and accompanying more than one half of these returns came specific requests for information about the results and conclusions of this survey and detailed comments and suggestions from a very large number of both merchandising men and buyers. While the answers to the questions themselves, as described on the following pages, demonstrate an intense interest in and an awareness of packaging on the part of the retailer, these comments, requests and suggestions, coming as they do without any suggestions on the part of the Institute of Package Research, serve to strengthen the conclusion that packaging, and questions related to packaging, have become of extremely vital importance to the more progressive retailer.

Unless otherwise stated, all statistical data quoted on the following pages, and in subsequent installments of this survey, are based upon the returns of this Institute of Package Research questionnaire to retail department stores and supplementary comments.

TABLE ONE: THE PRESENT EXTENT OF TEXTILE PACKAGING

Each buyer was asked, *"What products in your departments are today packaged by manufacturers in wraps or containers which reach the counter and the consumer?"* The answers, grouped by departments, will serve to indicate those products among which textile packaging has to date made the greatest progress. It will, at the same time, indicate those products which buyers most frequently select in packaged form when confronted with a choice between packaged and unpackaged articles of the same general classification.

MEN'S AND BOYS' FURNISHINGS

NUMBER OF BUYERS QUESTIONED

63

shirts 40
underwear 39
neckwear 31
belts 14
gloves 10
handkerchiefs 14
suspenders 6
sweaters 9
neckwear 6
jewelry 5
bathrobes 5

WOMEN'S ACCESSORIES

NUMBER OF BUYERS QUESTIONED

106

underwear 62
hosiery 49
jewelry goods 21
scarves 14
handkerchiefs 12
blouses 11
gloves 11
bathing suits 7
full sponsnesses 7
belts 6
hand bags 4
shoes 4

INFANTS' AND CHILDREN'S WEAR

NUMBER OF BUYERS QUESTIONED

50

dresses 31
infants' underwear 26
knit goods 24
sheets 18
towels 17
bibs 14
blankets 11
wash cloths 10
shoes 7
bath kits 4

LINENS AND DOMESTICS

NUMBER OF BUYERS QUESTIONED

196

towels and wash cloths 77
pillows 4
table cloths and napkins 14
blankets 12
mattress covers 2
bed sets 13
comforters 4
bedspreads 14
bath room ensembles 19
bath sets 13
sheets cloth 13
drapes 12
bedspreads 14
dust ruffle covers 11
bed cloth covers 8
mattress and pillows 3

TABLE TWO: UNEXPLOITED OPPORTUNITIES FOR TEXTILE PACKAGING

Buyers were further questioned as to whether there were any other products, in addition to those they at present carry on their shelves in packages, for which manufacturer-supplied packages would be desirable. Each listing reflects the desire of one or more retail stores. The conclusions may be drawn that these packages, if created, would be desirable, from the viewpoint of the retailer's convenience in handling, stocking, displaying, explaining, or eliminating soilage.

MEN'S AND BOYS' FURNISHINGS

YES 11
NO 28

white or perishable sweaters
white shirts
ties
hose
handkerchiefs in gift boxes
white union suits
pajamas
robes

WOMEN'S ACCESSORIES

YES 13
NO 30

crepe chiffon hose
silk underwear
sweaters
hand bags
slips
white and pastel gloves

INFANTS' AND CHILDREN'S WEAR

YES 11
NO 6

baby bedding
infants' dresses
knit covers
crib sheets
pillow cases
sacques
flannel merchandise for baby wear

LINENS AND DOMESTICS

YES 36
NO 30

damask drapes
linen sets
bath room ensembles
fancy linen
bedspreads
handkerchiefs
towels and wash cloths
mattress covers
blankets
curtains

TABLE THREE: RETAILER OBJECTIONS TO PACKAGES

A further question asked the retailer to state whether there were any products now packaged which might better be left unpackaged. It is worth noting that very few, indeed, are the buyer's objections to present-day packages. Nor should the conclusion be jumped at that the objections cited are sufficient to counter-balance, among all retailers, the advantages which the packages offer. On the contrary, the buyer's welcome for packages is perhaps too uncritical.

MEN'S AND BOYS' FURNISHINGS	WOMEN'S ACCESSORIES	INFANTS' AND CHILDREN'S WEAR	LINENS AND DOMESTICS
YES 2	YES 2	YES 1	YES 8
NO 36	NO 44	NO 27	NO 76

TABLE FOUR: PACKAGES AS AN AID TO HOLIDAY SELLING

In view of the fact that a very large proportion of all packages used in the textile field are specially prepared for holiday use, particularly for the Christmas season, retailers were asked, "Do specially prepared manufacturer-supplied packages aid sales of Christmas and other holiday gift items in your department and to what extent?"

It should be noted that the holiday package has served as the entering wedge for packaging throughout the textile field. Thus, the approval or disapproval which retailers expressed for the Christmas package serves as a rough measure of their feeling regarding all packages. Furthermore, the Christmas package provides a measurable contrast with the same product in unpackaged form. The conclusion will often be reached that the product which sells better in a Christmas package might likewise sell better if packaged throughout the year.

MEN'S AND BOYS' FURNISHINGS	YES 53	NO 0
WOMEN'S ACCESSORIES	YES 63	NO 21
INFANTS' AND CHILDREN'S WEAR	YES 22	NO 11
LINENS AND DOMESTICS	YES 112	NO 6

"Keeps stock from being spoiled"

"Helps suggest gifts to customers"

"Simplifies customer's gift buying"

"Speeds selling of particular items"

"Easy selling"

"Saves our buying boxes and saves time"

"Customers prefer gift boxes"

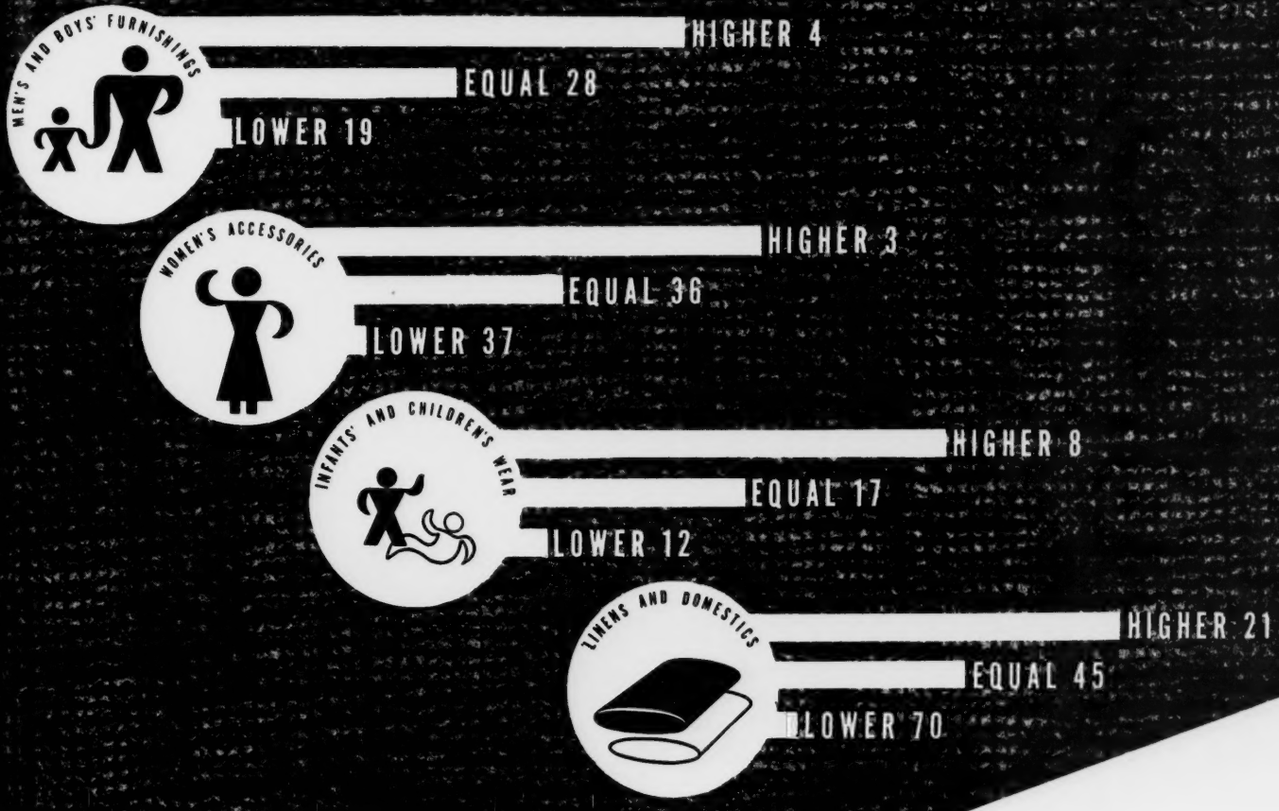
"Makes merchandise easier to sell"

"Protection, neatness and cleanliness"

"Saves salesgirl"

TABLE FIVE: THE EFFECT OF PACKAGING ON RETURNS OF MERCHANDISE

One of the major headaches of all retailing, and particularly in the textile field, is the problem of returned or exchanged merchandise. In addition to the double cost of selling and shipping which the returned articles involves, substantial losses are experienced because of the soiling or damaging of the product prior to this return, either in shipment or in handling by the customer. Buyers were therefore questioned as to whether their returns on packaged goods were lower, equal or higher than those on goods not so packaged. Packages win in all four divisions.



THE FUNCTIONS OF THE TEXTILE PACKAGE

A LARGE PART OF THE DIFFICULTY WHICH SOME textile manufacturers have experienced in their attempts at packaging in the past has been due to a misunderstanding of the functions of the package in the textile field, and an attempt to translate the experiences of other industries into terms of the textile industry, without allowing for the special problems and the special nature of textile merchandising.

This, too, has led many a package designer and package supplier into difficulties when he has attempted to meet the vaguely formulated desires of the textile merchandiser with designs which (while perfectly applicable to the food or drug fields) would not apply to the textile field. It is, therefore, extremely important that the functions of a textile package be clearly formulated before any attempt is made to prescribe a specific package for a specific textile product.

In the food, drug, and most other industries, the "basic" function of a package—its *raison d'etre*—is found in the necessity for some sort of holder or container to make the merchandise portable, and for some sort of measure to identify the quantity offered for a given price. Having served these functions, the bottle, carton, jar, tube, or box takes on additional functions of explanation, protection, display, etc. With most textile packages, these particular basic functions are, in large measure, lacking. Shirts, sheets, and stockings have long been sold without packages. They are bought by ones, by threes, or by dozens, and need no special container to hold them together as a can holds a thousand peas in a unit. Hence, we must look elsewhere for the basic function of the textile package. (*Continued on page 112*)

WINDMILLS, TOWN TALK, AND BREAD

HOW IS THE HOUSEWIFE TO DECIDE WHAT kind of bread to bring home when she is faced with 37 different makes on the grocer's counter?

This problem sat right down in the lap of the Worcester Baking Co., of Worcester, Mass. The company had seven loaves of its own, all sold under the general name of "Town Talk Bread," each having its particular name, such as Vitamin D, Jumbo, Family Loaf, Sandwich (two kinds), Allwheat, and Rye. The wrapper on each loaf was different, except that each had somewhere on it a windmill and an oval enclosing the words, "Town Talk Bread," and a baker's head. The problem, and how the company solved it, is best told by the advertising manager of the Worcester Baking Co.:

"The World War simplified the baker's production problems, because it was necessary to market but two or three kinds of bread, such as a white loaf, a wheat loaf, and possibly a rye loaf. Public demand was so strong that little or no thought was given to the wrap or package. It was only necessary to have the makers' name show up well and let it go at that.

"But in 1931 and 1932 the effects of the depression hit the baker. In order to keep up volume, bakers invaded each other's markets. This meant a larger variety of breads seeking recognition on the grocers' shelves.

"Just how far this situation has gone in some sections is hinted at in a recent U. S. Department of Commerce report which states that in one survey a store carried 37 different items of bread and rolls, and that in 22 out of 26 stores studied each of the 22 used from 11 to 16 sources of supply for baked goods.

"To get back to the Worcester Baking Co.: Each time we brought out a new package we tried to make it attractive. The result was that, while we did have some good-looking bread-wraps, there was little or no resemblance between one item and another. It was like asking our buying public to remember about a dozen or more different bakers. It seemed imperative that we try to adopt some kind of a related package, one that would immediately identify it as a Town Talk product.

"So we wrote to MODERN PACKAGING for advice. They sent us a list of well-known package-designers. We showed this list to some of our local advertising men, and with their help selected the name of one with whom we corresponded. We engaged this man, who redesigned our wrapper.

"He took our windmill and made a tint background design of it. On the Vitamin D loaf this is light blue with the ovals in dark blue, reverse lettering in white, and orange on the two small loaves and capital D. On the Jumbo loaf the background is light blue, the ovals red, reverse letters white. On the Sandwich loaf the background is salmon, the ovals brown, reverse letters white. And so on.

"The final result was extremely satisfactory. We feel that we are now on the right track, inasmuch as we have a design that is clean, neat, and extremely pleasing in appearance. It is so distinctive that it cannot be mistaken as to the maker or the product. No matter how the wrapper is folded on a loaf of bread, the ovals containing the general name of our line, 'Town Talk Bread,' and the particular name of each kind of bread, 'Vitamin D,' 'Jumbo,' 'Family Loaf,' or whatever it may be, shows up plainly on all four sides and both ends of the package." (The End.)

1. One of the old wrappers. Lettering in blue; orange on loaf, windmill, bands at left and right, interior of outline letters.
2. Re-design. Windmill pattern in background halftone tint of light blue; dark blue in ovals; reverse letters white; orange on capital D and two small loaves. New wrappers designed by Arthur S. Allen.

1

2

NEW CAN PRESERVES IDENTITY

MANUFACTURERS HAVE, FOR GENERATIONS, hesitated to change their package designs for fear of confusing a public grown used to accepting the old design as a guarantee of the genuineness of the product. This fear has been materially lessened, in recent years, as more and more companies have dared the fates, made radical changes and found these beneficial rather than otherwise. Nonetheless, a conservative viewpoint has still induced many to seek at least a partial retention of package identity when changes are made.

A particularly happy solution of this problem has been hit upon by the College Inn Food Products Company. This firm has invested large sums in establishing the identity of its bottle for Tomato Juice Cocktails. It used a private mold of distinctive, cocktail-shaker shape. It made large metal dispensing devices, the shape of the College Inn bottle, for use in soda fountains and restaurants. It advertised extensively, always picturing the bottle, until this glass container became virtually a trade-mark for the product.

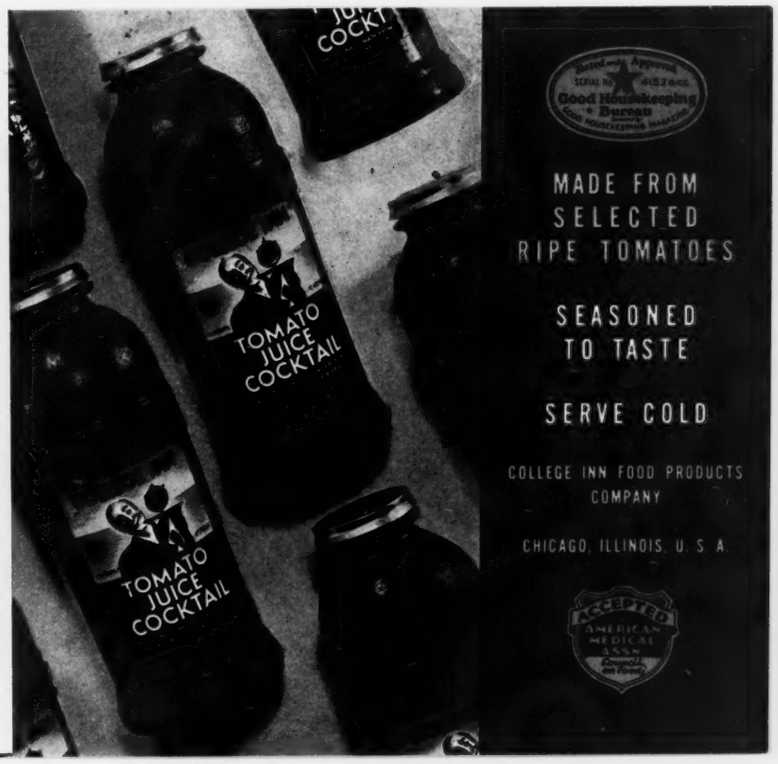
The decision to pack the product in metal cans as well as bottles therefore raised the question of identity and recognition in its most acute form. Obviously, no attempt could be made to retain the distinctive shape. The nature of the metal can, and all traditions of the industry, would have made the development of a non-cylindrical can undesirable if not impossible.

The alternative seemed, at first glance, to lie in the use of the same label design originally used on the bottle. Yet, both designer, Karl Peter Koch, and the company officials concerned with the change wisely felt that this would only partly answer the problem. Dealers and consumers would still question the identity of the product.

Finally, the happy thought was hit upon, Why not reproduce the bottle, in full color, on the new can label? All agreed that this was the one best solution. In rapid succession came the decisions to use direct color photography; to use multiple reproductions of the bottle on each label, to arrange these in a pattern, and to hold copy down to a minimum. An actual label, as it appears on the new can, is mounted below. The identity of the original package is admirably preserved.

The result is yet to be judged in terms of sales. Yet even a cursory examination of the new label will show those most sceptical of the advisability of radical package changes that here, for once, identity has been maintained though every other element of the package has been changed.

The new College Inn label uses direct color photography to reproduce the old package in pattern form. The label was designed by Karl Peter Koch and produced by the United States Printing and Lithograph Company.



COMING SPRING AND HOLIDAY TRENDS

Again Our "Secret Sleuth" Predicts Style Trends

Last May, Modern Packaging called upon the editor of a leading fashion publication to predict Fall and Winter color trends, with the purpose of providing American gift-packagers with advance knowledge of coming fabric- and color-styles so that holiday gift-packages might tie in with the coming trends and achieve the advantages of special color promotions when displayed in November and December. The making of such predictions is a notoriously hazardous occupation. Yet, our own sleuth hit a very high score in accuracy in her last fashion horoscope. So, once again, we take a chance.

We feel that even more than in the case of Christmas packaging, the special packs for Hallowe'en, Mother's day, Father's day, and most of all Easter, can profit by a color correlation with the current styles. For department, specialty and variety stores, promotions for each of these holidays are very largely promotions of wearing apparel. Your product, whether related to the apparel field or not, can therefore expect a greater acceptance among buyers, a higher degree of favor among display managers, if its color and tone are in keeping with current styles dictated by fashion.

As we said in May, "That's the theory. From here on, blame the sleuth!"

Generalities

SPRING RAINS WILL WASH AWAY THE HEAVY outlines of winter, chiselling them down, cleaning them up, whirling them about until they fairly stand on their heads with news. Squashy drapery, the bulk of furs, the opulence of spangles and sequins and heavy gold jewelery, these will seem as tired and old and tawdry as winter snow left in the city streets.

Fashion takes to the new season gratefully, with crisp, sharp outlines, alert colors, clean and washed. Good taste is remembered and used.

The rather expensive tone of winter clothes, the preoccupation with luxury will hold over too, with Spring ringing in its own changes on this in more feminine touches—more lace and embroidery and attention to detail. Which means more laciness for Valentine-day packages and more lace paper, not merely on candy-boxes, but on containers for stockings, handkerchiefs, and all the other froth of Milady's dress.

Line Drawing of a Lady promises to be straight and slim, but quite young-looking. Subtle, careful use will be made of the best of the winter romantic trends. There will be a tendency to drop drapery, to keep the smooth skin-fitted frocks, to abolish formality, but retain flattering graceful details. Thus, reveres and pockets will be high, direct, but carefully cut. Skirts will probably stay short for daytime, although it's dangerous to speak definitely when so many experts went wrong on the same subject this winter. It is safe to venture a recall of the shorter-skirted waltzing frock in evening fashions, but only for the pretty-legged.

Coats will vacillate between the straight, familiar pencil-thin line and the Directoire influence in high-waisted, slightly flared redingotes.

Color and Fabric

Color will be a Spring salad of tender new greens, tossed high but knowingly in a bowl of very French dressing. Color names will run cool like water, with lime-green, grapefruit yellow, prickly pear green, and Della Robbia blue holding over from winter. Black, dark-red, blue-tinged greens, navy, and green itself, from spruce to peacock, these will be high fashions in Spring and Summer colors. Poisonous Schiaparelli pinks, as well as delicate pinks, will be smart. In short—as you can see from the chart that accompanies—you will be safest if you don't try to steer a middle course. Let your box-wraps be either very pastel or very strong; but avoid a muddy middle range.

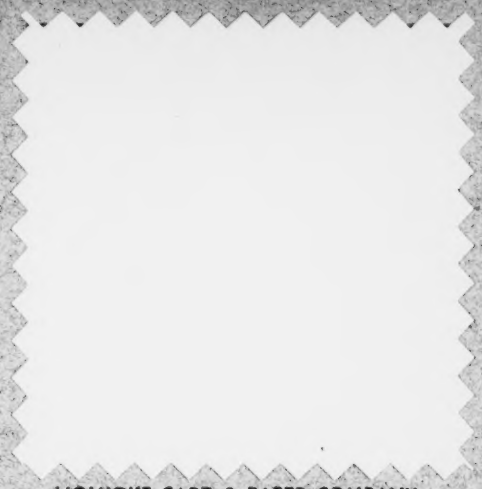
Suits start out with navy leading, sombre plaids, monotones, and two-tones coming in for some attention later on in the season.

Coat Fabrics lead with black, but this fades generously to allow room for slate-blue and greys.

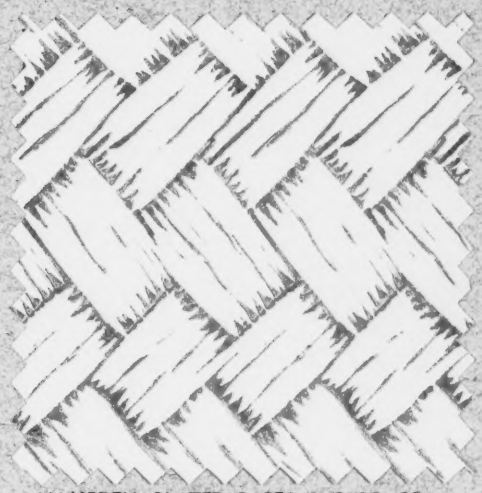
Jacket and Slacks suitings in the tussah and acetate mixtures will favor deep, rich shades like maroon, deep-green, turquoise, eggplant, onion skin, deep evergreen, and some London tan.

Sportswear colors are not so tricky as last year's. There is a high style reversion to the simplest possible stripes, tiny marks in place of dots, and small white floral silhouettes on colored crepes. Some woven checks and stripes.

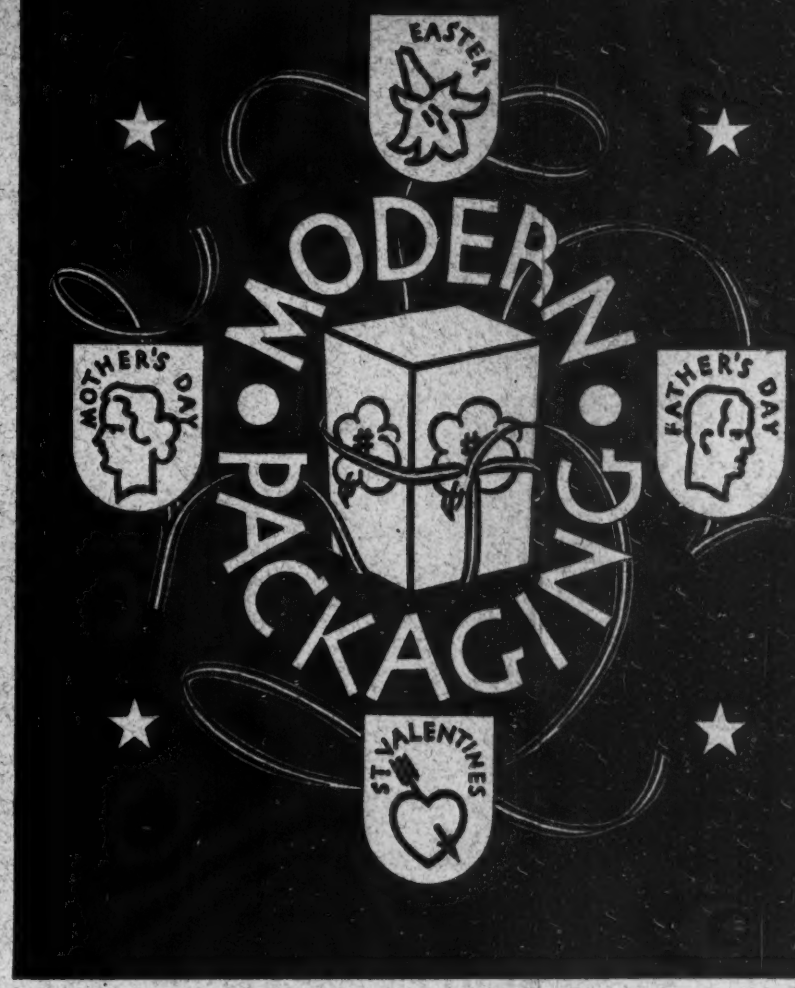
Daytime Wear includes luncheon and traveling frocks,



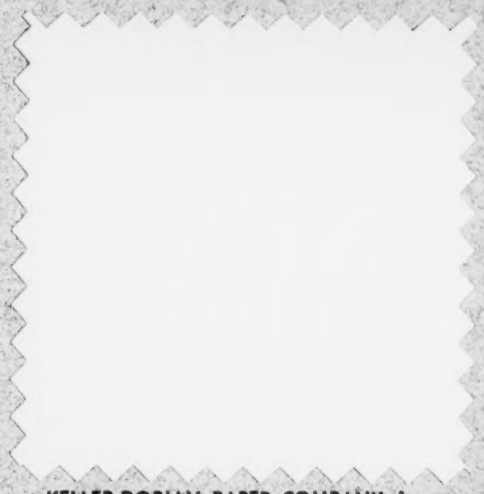
HOLYOKE CARD & PAPER COMPANY



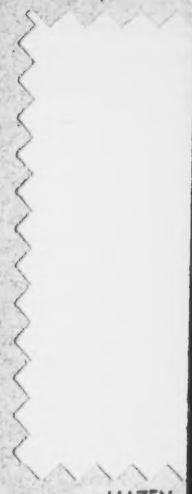
HAMPDEN GLAZED PAPER & CARD CO.



MARVELLUM COMPANY



KELLER-DORIAN PAPER COMPANY, Inc.



HAZEN

HAZEN PAPER COMPANY

HAMPDEN GLAZED PAPER & CARD CO.

LOUIS DE

LOUIS DEJONGE & COMPANY

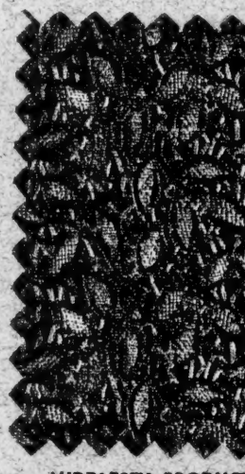
RIEGEL PAPER C

Style Chart OF PAPE

FOR SPRING HOLIDA

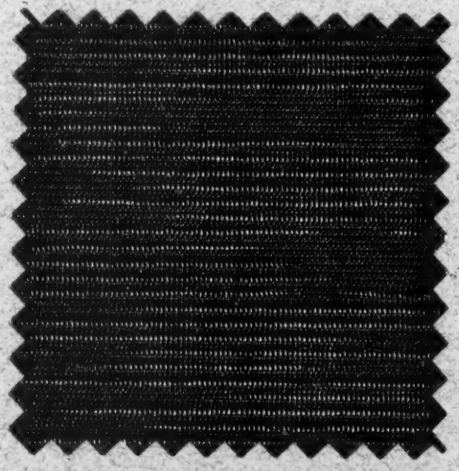
HAZEN PAPER COMPANY

KELLER-DORIAN PAPER COMPANY, Inc.

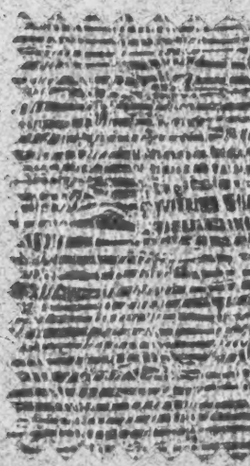


MIDDLESEX PRODUCT

LOUIS DEJONGE & COMPANY



KELLER-DORIAN PAPER COMPANY, Inc.



C. R. WHITING

RIEGEL PAPER CORPORATION

RIEGEL PAPER CORPORATION

APERS

DAYS

HOLLISTON MILLS, Inc.

ESEX PRODUCTS CORPORATION

MARVELLUM COMPANY

R. WHITING CO., Inc.

HARTFORD CITY PAPER CO.

and will continue unmistakable fidelity to black, with navy as a second choice. In addition, soft, dusty, rather light tones will be contrasted with harder, brighter colors, such as gray, wine, and jade on a white ground. Moreover, there will be gray and white in new combinations as modern as air-conditioning. Gray with dark tones is good in silks, and a truly chic get-together is gray, black, and white. Many prints are small and closely massed in deep colors that look as though they were put on with a painter's palette knife. Some in fancy band and stripe effects. Shirtwaist frocks sport classic hand-blocked prints on chambrays. Summer daytime wear will see many handloomed dotted swisses. Linen bengaline is a newcomer, as is a wild silk copied from Irish dress linen. Pre-war fabric revivals such as gaberdines, repp, and hair-cords are important new notes.

Evening Wear colors and fabrics will be more daring and exotic than ever. The silks are splashed and showered with vivid multicolor floral designs. Big patterns, not quite as big as last year, are seen in all-over designs and important band arrangements. For the most part, strong pastels are used in a series of white and black backgrounds. The gold jewelry and the embroidered sequins may take a back seat, but the razzle-dazzle stays in the form of stripes and patterns as loud as clashing cymbals. Printed satins are a slinky evening fashion, and plaster pink is a favorite in this, generously splashed with brilliant startling colors.

Mark down, too, a return of rococo and baroque patterns for evening, a return to tiny eighteenth-century flower patterns running in neat vertical lines, like old-fashioned wall-papers.

The Dancing Dresses are developed in chiffon, crisp marquisette, and mousseline de soie in glowing colors.

Beachwear runs riot with native colors, and Mexico, Guatemala, Hawaii, and California are magic selling-words. Mexican and Guatemalan pottery and hand-weaving colors are faithfully copied and they will flutter in full beach skirts that are slit at the front. From California come wonderful batik effects and branched coral designs. The native theme lends rarities from China of "painted" prints with gold traceries. Colors, too, are consciously Oriental, light orange, peacock blue, pale blue, orange-red, and gold tones. From Java there are patterned tapa cloths made from the bark of trees.

Dappled giraffes and striped fish are amusing printed patterns in bathing suits. And many a wise packager, particularly those preparing seasonal goods for the later Spring holidays, will find it profitable to tie in with colorful, figured, printed transparent wraps, or to let his product's own riot of color show through.

Miscellany of Last-Minute Fabric and Color News

Judging from resort news, dark linens are going to be very, very good. It evidently depends on the fabric quality—the better the linen, the deeper the color.

Washable Lacquer Prints are among the most sensational new handprints. Vivid colors are combined with gold and silver. They appear on linens and piques for bathing suits and evening coats. They are used on voiles and especially suited to evening dress or country club wear.

Crinkled Cotton Satin is another sensational novelty for evening dresses, little jackets, and beach wear. The glazed-like finish emphasizes a single color or blotched prints. Ticking becomes increasingly important for daytime frocks, in new brilliant stripes like awnings shown in contrast against the sun.

Cotton Prints show specific influences of Martinique plaids, more exciting than ever, especially in ginghams; Mexican patterns, rich and blazing; peasant designs like the pure-colored embroideries of Mittel-Europe and the Scandinavian countries.

Drapery and Upholstery Fabrics in Beachwear. Seen as an important influence in cottons and linens. Decorative stripes, cretonne flower effects, in patterns derived from the French late eighteenth and early nineteenth century when toiles de Jouy and the designs of Pillement enjoyed the highest popularity.

More Generalities

You'll close yourself up in clothes with slide fasteners rather than anything else. Your neck-line will be lower with some indication that the square line will seep through from the Directoire influence.

Lingerie sweeps fast away from the tailored type so long in favor, and splashes forth with lace, ribbons and embroidery.

On your frocks, ribbons will flirt gayly, and frills and ruching, white and maiden-like will be the most popular accents. On your packages, ribbons will likewise flourish, particularly those that blaze a rainbow trail.

On the beaches you will look more like a Polynesian girl than ever—the bra-brief idea in patterned fabrics. Real ribbons are worked up for edge finishes in suits.

Shoes will still use elastic-like leathers. Open-front (not open-toe) treatments are cut high but very cool and light looking. There have been signs of street and afternoon shoes with bow-trimmed ankle-straps, but these may be only a hold-over of winter elegance.

In Your House

You'll walk in rooms that have honey-colored and apricot walls, as well as rooms that are completely blue. Blues—deep, delft, Georgian, delphinium—all the true blues are being used by smart decorators.

Silk upholstery fabrics follow the general luxury trend. Stripes too, are new, bold, and very smart.

Wall-papers are vivid and subdued, old or very new looking, running the gamut from modern to eighteenth century for inspiration. Some walls are hung with chintz, delicately patterned in flower nosegays.

For people who like long, leisurely dinners, there are comfortable chairs upholstered in deep velvets, like cherry red, lovely against a pure white cloth.

From Paris comes news of amber-colored cellophane window shades that let in the light, but keep out that part of it which fades a room.

There you are. Make the most of it.

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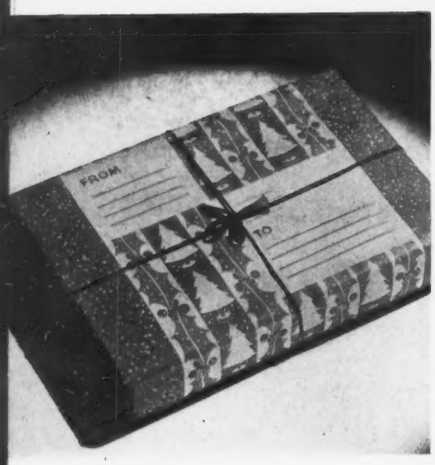

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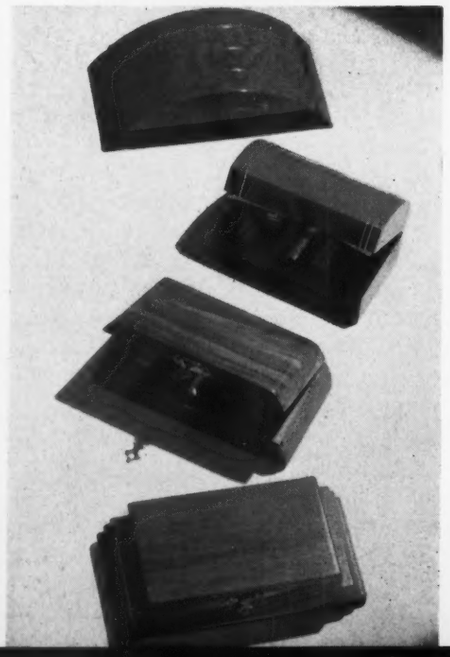

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1. An innovation in packaging is the Goodrich Maxecon Garden Hose box which represents a new departure in design and color printing of fibre containers. All grades of Goodrich hose heretofore furnished with individually wrapped length are packaged in display boxes for each length. Unusual design and bright colors make it an ideal counter- or window-display unit. Made by Continental Color Corp. and Inland Container Corp.

2. Four new miniature whiskey packages put out by James B. Beam Distilling Co. Each miniature bottle has a capacity of 1.6 oz. Made by Owens-Illinois Glass Co. Popular on dining-cars and in clubs and hotels in States where the law permits the sale of liquor.

3. Two packages put out by Valerie Jean Date Shop, both bottle and box bearing labels designed by The Foxon Co. Made of gold foil, embossed, and printed in two colors. The round box is a foil-covered carton, of pebble-grain stock, which has the appearance of a bright brass metal box.

4. Not only designed to provide an unusual package for fine hosiery, but to suggest in package and design the Phantom No-Shad-O name and the fine quality of the product of the National Hosiery Mills, Ltd. Designed and produced by The Reid Press, Ltd. Black flint-glazed and silver papers by Wyomissing Glazed Paper Co.

5 and **6.** P. Duff and Sons have made up a Christmas package of imposing proportions which purposely gives no idea of its contents, with shipping label and space for sender's name and address (**5**). The open package reveals the contents (**6**). A clever way of giving gift significance to grocery-store items.

7. A hand-blown early American glass bottle inspired two new containers for Calvert's Old Drum Whiskey, both of which follow the original lines with only slight modifications. After an exhibit of early American glass on display at the Metropolitan Museum of Art, New York. Bottle by Owens-Illinois, and closures by Armstrong Cork Co. and Aluminum Co. of America.

8. The two plastic cases at the top and the two wood cases at the bottom are new containers of Lady Lillian manicure preparations. The plastic boxes are in combinations of black and green, and black and red. The two wood cases are natural grain finish.

9. Bauer and Black presents its professional cotton-picker, especially designed to fit into a doctor's case. Doctor pulls only amount of cotton needed. The rest remains unexposed in package—clean and sanitary. The cotton-picker was designed by Bauer and Black and manufactured by W. C. Ritchie & Co.

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10. Bourjois, Inc., has added another item to its men's toiletries called the Shav Pak, a specially designed molded plastic container of Mansfield Shaving Soap. A removable lid snaps firmly into place when Shav Pak is not in use. Color is a rich brown simulating grained leather. Molded by Niagara Insul-Bake Specialty Co.

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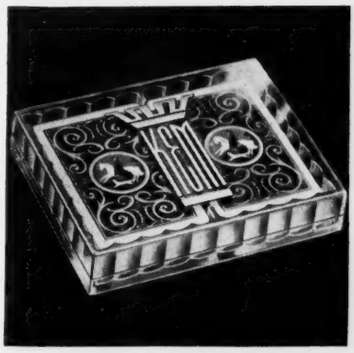
11. Kem Royal consists of two decks of cards of a special back-design put up in a molded plastic box made of Lucite. It is non-breakable and transparent, with the clarity of crystal. Packed in an outside gift-box in pastel colors.

12. Banquets, a new 5¢ cigarette put out by Simpson, Studwell & Swick, Ltd., is packeted in Kimble Glass Vials. The container is designed to be placed on the cashier's desk in drug-stores and cigar-counters. The glass vial has the advantage of retaining the freshness and aroma of the tobacco in addition to being sanitary.



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13. Fount-O-Ink is the name of a new desk ensemble consisting of ink-well and pen on a base, put out by the Gregory Ink Co. The top is made of plastics, and the base of chromium. Top molded by Remler Co. of Lucite, Tenite, and Durez.

14. Among its assortment of unusual Christmas packages, John H. Woodbury presents the De Luxe Assortment for Women, consisting of a bottle of almond rose cream, skin tonic and freshener, a jar of facial cream, and packages of cold cream and face powder. Modernistically styled and attractively designed with a Christmas scene.

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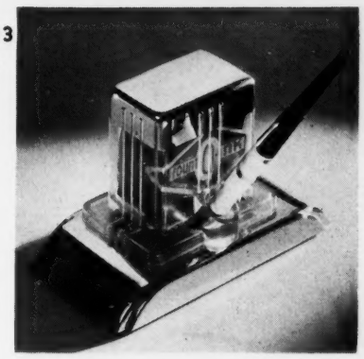

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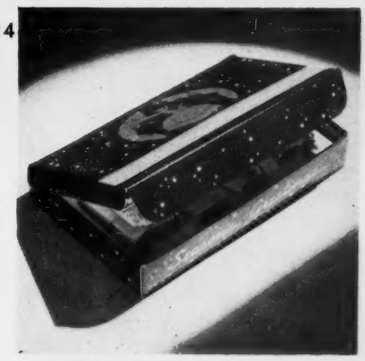

15. Girard's French Dressing, the original recipe for which came from Girard's French Restaurant in San Francisco, now manufactured by Stuart C. Thompkins Co., and sold through stores on the Pacific Coast. Put up in a glass container with an attractive red, white, and yellow label which bears the name "Girard's" in black script. Label by Stecher-Traung Lithograph Corp.

16. The Woolson Spice Co. succeeded in developing a dispenser top for its line of spice-cans which would go a step further than other cans in offering consumer convenience. This top has all the advantages of a shaker-top when shaking is desired, and permits the removal of the top for the insertion of a spoon when larger quantities are needed. The top is removed by leverage with the aid of a spoon or knife-edge. Designed and made by Continental Can Co. Inc.

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. . . what a difference

. . . to picture YOUR package dressed in foil, to get the full effect of the sparkle, it must actually BE dressed in foil. That's easy. Sample sheets of Alcoa Aluminum Foil box paper for your designer to use are free for the asking.

. . . maybe Stardust, the twinkling pattern shown opposite this page, will do the trick. Maybe it won't. If not, there are many other handsome embossed Alcoa Foil box papers to choose from. Our book of swatches shows all. Write for it.

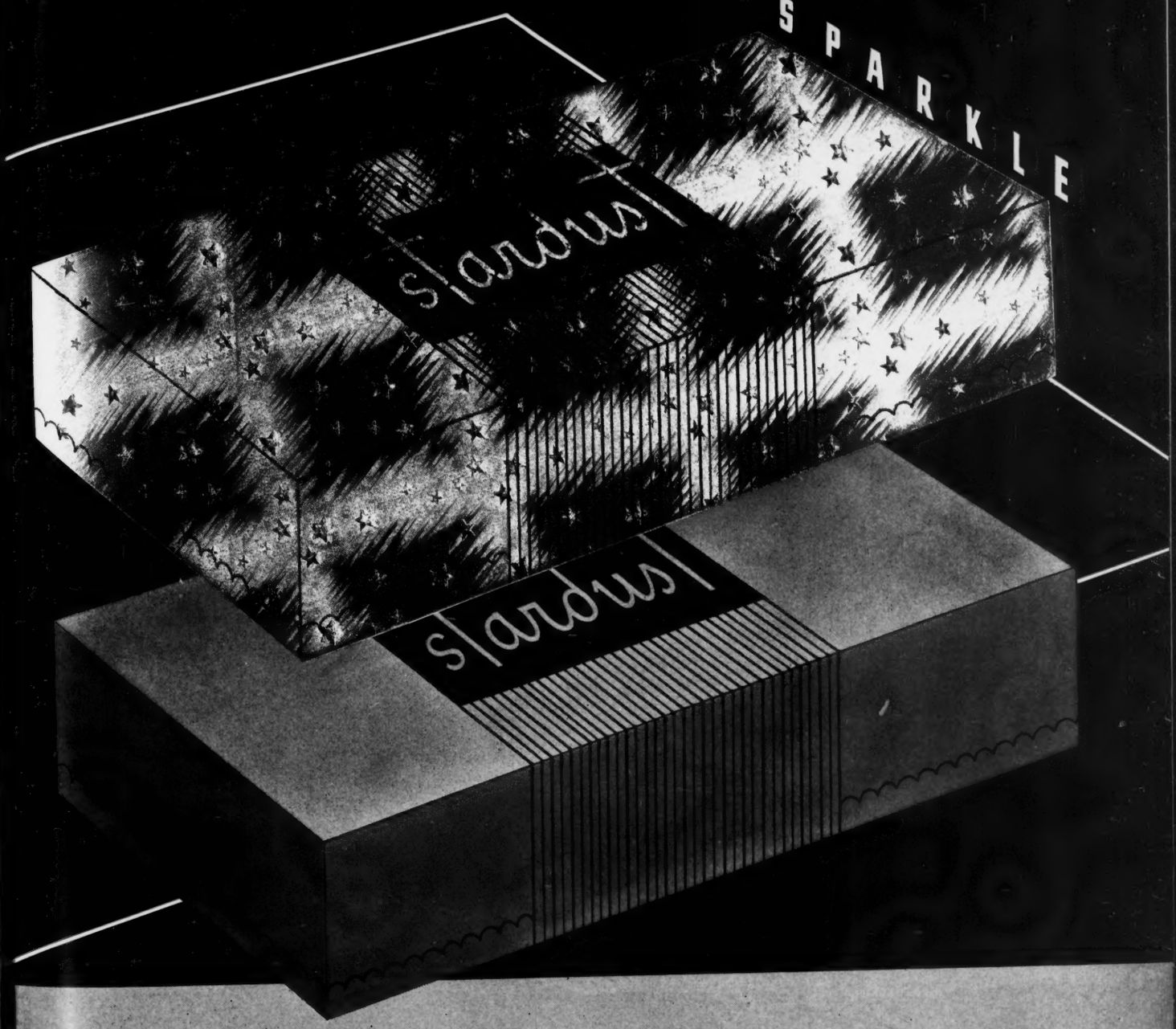
. . . but don't think that beauty is the only advantage you gain by using Aluminum Foil. It also gives your product better protection from air, moisture, heat and light, the enemies of flavor and freshness, color and aroma. Quality is safeguarded.

. . . for a sheet of Stardust (Pattern TSD) or swatches of Alcoa Aluminum Foil Box Cover Stock, write Aluminum Company of America, 2129 Gulf Bldg., Pittsburgh, Pa.

ALCOA ALUMINUM

The full name is ALCOA

aluminum foil makes



ALUMINUM FOIL

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17. The Battle Creek Biscuit Co. introduces its San-To-Ban coffee substitute in this smart new container which was developed by the Continental Can Co. The package is oval shaped with a friction-plug opening, and the design is lithographed on tin in black, orange, and cream.

18. The Haxton Canning Co. presents its Garden Run fresh frozen peas in a bright and interesting carton made by Robert Gair Co. Inc.

19. Far East Perfume, by Carlyle, Inc., Hollywood, is put up in an imported-glass container in a satin-lined fabrikoid-covered box made by Standard Paper Box Co. It has a green and gold design that suggests Oriental brocade. A package with a surprise element, namely, the hinged construction of the carton which opens in the middle so that its two halves rest upon lacquered mahogany legs.

20. The two lotions of the McCahill-Robertson group of cosmetic products are packaged in clear glass jars, labeled with gold metallic seals. Cream-jar is sealed with a white-coated Armstrong metal closure. Bottle closures of white Plaskon molded by Armstrong.

21. Malted milk made by the Powdered Foods Co. is put up in cellophane bags made by The Dobeckmun Co. The design is red and black, which contrasts interestingly against the light brown tones of the product.

22. Raymond Service presents a complete outfit for carving soap, including tools, instructions, patterns, and two large cakes of Ivory soap, boxed in a specially constructed container, printed in Ivory blue. Designed and manufactured by Robert Gair Co., Inc.

23. Two new packages of Nu-Vi-Tone waving lotion and brilliantine made by the Beauty

Products Corp. These products claim Vitamin D as one of their advantages—believe it or not. Made by Owens-Illinois Glass Co.

24. Walter B. Stevens & Son, Inc., dog-supply house, has just put on the market a new candy for dogs, called Happy Dog Candy which is packed in a folding carton with a smart tartan design created by Robert Gair Co., Inc.

25. Piel Bros. announces completely new and modernized labels and harmonizing crowns for its three lines of light, dark, and Pilsener beers in new Steinie bottles. The restyling of the packages was done by Frank Gianninoto.

26 and **27.** "Have you ever bathed in bubbles?" is the way B & L Laboratories, Inc., announces its two new products. Bubble Bath Crystals (**26**) is packaged in cardboard carton and Bubble Bath Liquid (**27**) in glass. The box is made by Eureka Paper Box Corp., and the bottle by Carr-Lowrey.

28. Sensing an interest in things Spanish, Stuart Products Co. named their perfume assembly "Castanettes." The color motif was found in a colorful scarf or throw, reproduced on the lid. The troubador, guitar, and sombrero constitute the design of the front cover. The three little bottles are in the form of figurines with sombrero stoppers. Designed and manufactured by W. C. Ritchie & Co.

29. Hollywood Scamps, put out by the California Wonder-Lade Co., are now offered in chromium-plated baskets wrapped in colored cellophane. The sunburst effect contains a group of cocktail items—Holland onions, Spanish olives, Maraschino cherries, and Italian peppers. The wire basket foursome has all sweets—Boysen berry jelly, Guava jelly, 4–1 fruits, and Wonder-Lade. The individual jars are 4 oz. containers, one each of six different flavors. All jars sealed with Anchor caps.

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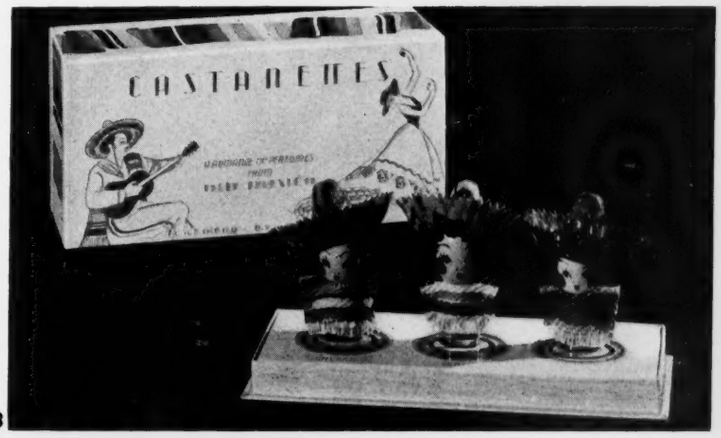

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HARDWARE TURNS TO THE RIGHT

In the July and August issues of MODERN PACKAGING, the hardware industry received a thorough and well-deserved "spanking" for its failure to utilize the advantages of packaging and display as fully as other industries, with problems as difficult, have utilized them.

Hardware took its scolding with good grace. The past three months have seen scores of new hardware packages and displays make their appearance, many of them qualified to compete with the finest in any industry.

On this page, and the one opposite, we illustrate a few of the outstanding examples which are setting the pace for the entire field. These eight examples are typical of many others.

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1. The Atlas Tack Corporation, with an eye on consumer convenience, brings out a new Shaker Box. It drops out tacks in the desired quantity. With no picking tacks out of a box to do, finger perforation is avoided. The tight-fitting cover keeps dirt out, and the sterilized tacks stay clean as originally packed.

2. The Nicholson File Company now sponsors cellophane-wrapped files in a display-tray equipped with compartments for each type of file. The identifying size, name, and price appear at the end of each compartment on the three-color back panel. Wood partitions are about one inch from the top, to permit easy finger access. Consumer advertising stresses "packaged files." Over 7000 of these units were sold by the first mail announcement, prior to any personal selling, the company advises.

3. Even oil-stove wicks can be more easily sold if well packaged, Raybestos-Manhattan, Inc., has found. Hence this three-color carton recently adopted for Quikflame wicks. Both top and bottom of the carton carry full identification as to length, width, and stock number for convenience on dealers' shelves.

4. New counter- and window-display units by The Stanley Works. The colorful cartoon characters in the foreground each demonstrates a group of tools, each one holding an actual tool. An eye-stopping window-display which centers about a special unit at the back where three of the figures approvingly discuss Stanley tools.

5. The Acme Steel Company has found a new market for its Wood Joint Fasteners, packaged in cleverly planned two-color folding cartons, designed and supplied by the Morris Paper Mills. Shipped in a break-back display carton (not shown). These boxes are scoring new sales records, the company reports.

6. Knives have traditionally been boxed. A new set-up display-box for "Kitchen Kleen" knives by Geneva Forge, Inc. The advertising panel inside the hinged cover is in full color. The knives are held in display position with a partitioned tray-rack set inside the base of the box.

7. The Bassick Company's new wood and metal display-fixture for demonstrating its line of casters and floor-protection equipment. Each caster is mounted on a removable wooden plug, permitting the customer to take out the caster and try its easy ball-bearing action. The back of the display is equipped with a metal gage for checking the correct size of sockets for metal bed-casters. Beneath it is a receptacle for information cards and a caster catalog.

8. A wire-rack display for Globe Full-Spark Plugs of Globe-Union, Inc., made by The Washburn Company. Designed for use on dealers' counters, it has mass effect, streamlining, ease of access, modernity, and, best of all, the carton colors—red, yellow, black, with white in reverse—form the display.

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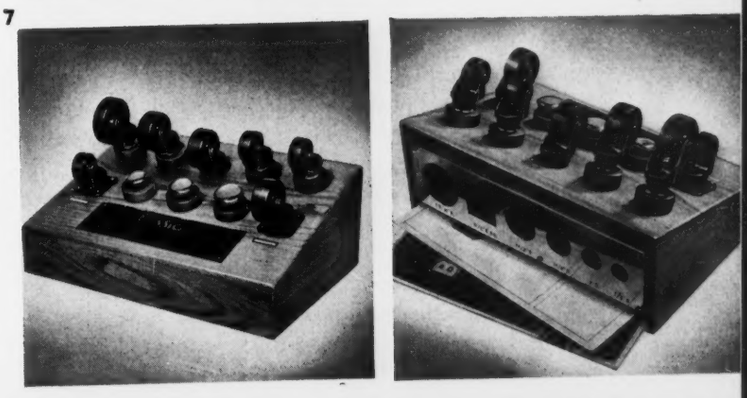

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Pre-testing

GOVERNS PIONEER DESIGNS

WITH THE PUBLICATION OF THIS ARTICLE (and of the companion article on Pioneer displays, page 51), MODERN PACKAGING presents the sixth in a series of annual studies on the packaging activities of the Pioneer Suspender Company. The reader may question such persistent interest in the efforts of a single firm. The first reason is the continued success of Pioneer company's merchandising efforts and the growth in sales of its products.

But, even more important than such success, is the fact that Pioneer Suspender Company has lived up to its name, refusing to get into a rut, to take things for granted, or to overlook the fact that changing conditions call for changing methods. The success which the Pioneer organization has enjoyed each year has not been due to any super-men among its package-planning staff. It is due, rather, to a consistent policy of pre-testing.

The company's products are developed in its own experimental laboratories. Packages are considered an integral part of the product. When the laboratory is finished with them, a small quantity of each kind is made up and tested. After they have been proved satisfactory in utility, display value, dealer convenience, and sales appeal, the product and package go into the line for presentation to the retail trade.

By means of such testing, the firm is able to anticipate major trends in men's wear packaging. For instance, when utility or re-use packages first came into prominence they rode the crest of the wave. For many Christmas seasons, utility packages represented an important, if not a predominating, portion of the Pioneer line. During the blackest of the depression years, these utility packages helped retail stores to maintain their volume in belts, garters, and braces.

For the 1937 season, it would have been easy for the company to continue using utility packages to the same degree as they used them in the past. But, through its testing methods, Pioneer found out several important things from the retail stores which had actually experienced consumer reaction to utility packages last Christmas. These stores reported several very important developments in consumer attitudes. Briefly, here is what they found:

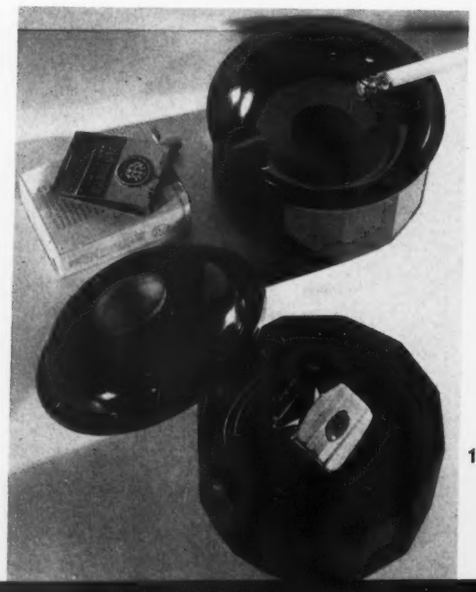
A. That retailers had a much easier time selling merchandise not packaged in utility packages during the 1936 season.

B. That most retailers had cleaned out their stock of regularly packaged merchandise prior to the Christmas holidays, but had been forced to carry over merchandise packaged in utility packages.

C. That on the rising market, the consumer had become skeptical of the value contained in the utility packages. The combination purchase offer, the consumer felt, of a $2.50 belt and buckle set and utility package could only have been made available by taking something out of the quality of the

1. Pioneer still favors re-use packages. This cylindrical container with black faceted molded walls is topped by a black domed cover with a scarlet molded handle. In re-use, the handle is removed from the cover and the latter inverted to fit snugly into the base, forming a substantial and compact ash-tray. Photo: Courtesy General Plastics, Inc.

2. This red and black molded ash-tray forms a pedestal for the display of a Pioneer belt and buckle combination. Photo: Courtesy General Plastics, Inc.



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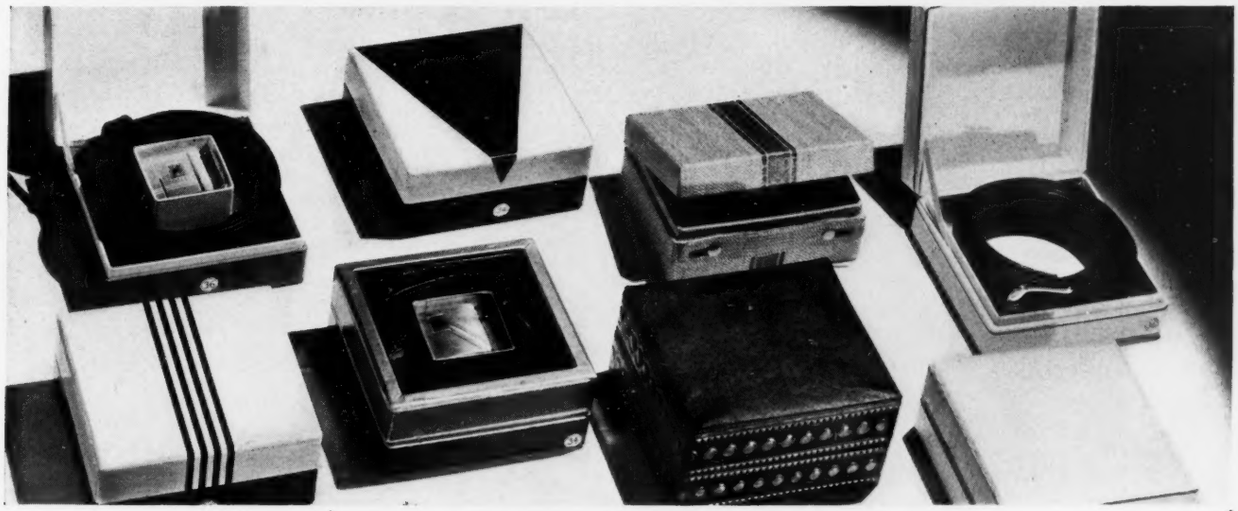

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3. Pioneer's brace packages are distinguished this year by an extreme simplicity of design, the effectiveness of which is heightened by the use of laminated cellulose on a number of the wraps and on the inner, folding containers for braces.

4. Belt and buckle combinations feature hinged lid, rectangular boxes, utilizing various materials. While flint papers predominate, some packages use imitation leather, pyroxylin papers, imitation luggage-canvas, and transparent cellulose-acetate windows.

belt or buckle in order to permit the inclusion of an obviously expensive package.

D. The increased use—and the misuse—of utility packages had reduced their novelty appeal.

E. Utility packages had come into such general use that they greatly complicated the retail store stock problem, and often served to antagonize rather than please retailers.

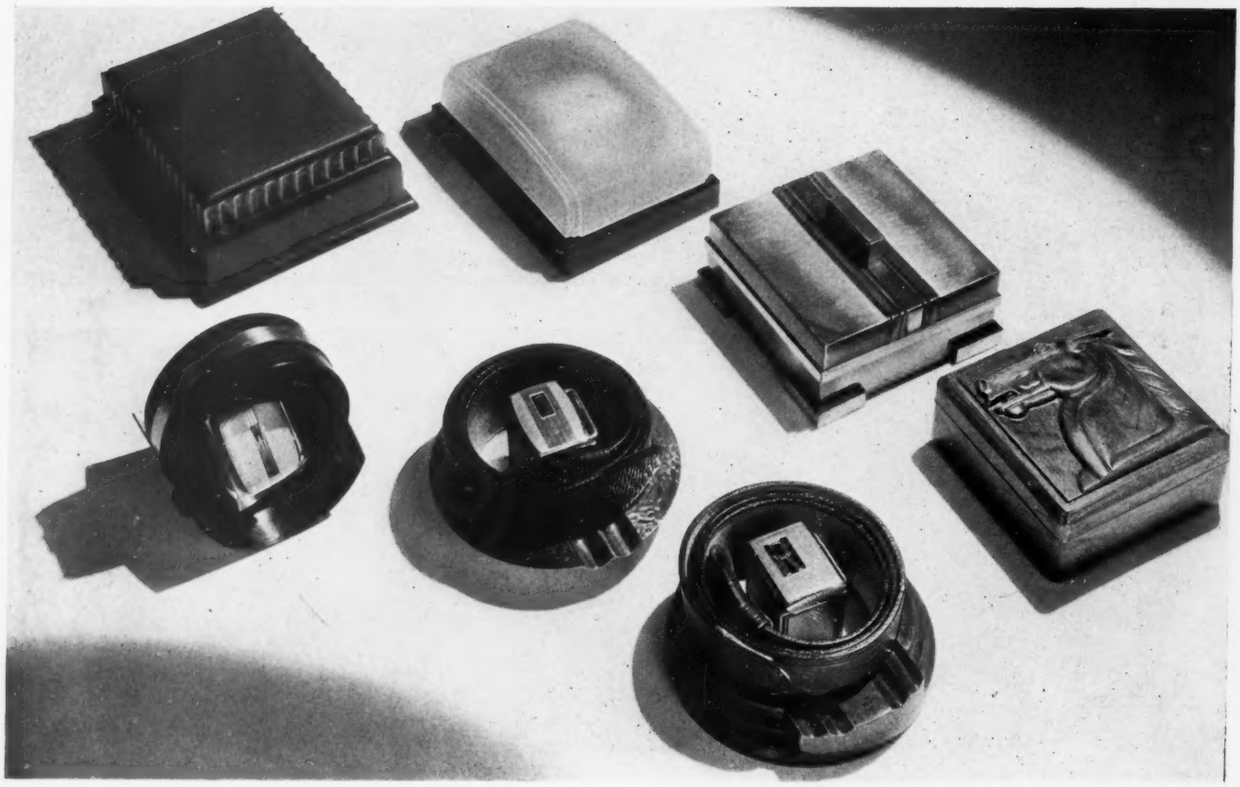
It is interesting to note, in considering these findings, that Modern Packaging last year warned against over-extension of re-use packages, pointing out that even the most inveterate smoker would soon find his home overloaded with ash trays and cigarette boxes, cocktail shakers, and jewel cases.

As a result of Pioneer's findings, the company's holiday line for 1937 does not contain as many utility packages as in preceding years. Special holiday packages are used throughout and careful attention has been given to the development of attractive design and color to impart a gift-like look to each package. The line, therefore, includes a much larger proportion of packages which are intended to be thrown away or discarded after the merchandise has reached the consumer than was the case in former years.

The result of this major change in policy has found its reflection in sales. Retailers have gone on record with the most tangible signs of approval, namely, actual orders for a greatly increased volume of merchandise. This has been due, in large measure, to the elimination of much of the buyer's fear of making a mistake when selecting a re-use container. When a buyer looks at a belt and buckle set packed in a re-use container, he not only has to consider whether the merchandise itself will sell, but he has to decide whether the package also will sell. With two factors to consider instead of one before deciding on how much to buy, most buyers open wide the valves of caution and order conservatively. Where no utility package is involved, the retailer has only the salability of the product to consider, and because he is experienced in handling this type of merchandise, he feels he is doing little or no guesswork.

It is significant to note that customer for customer, orders have averaged 38 per cent larger for the current holiday line than for the holiday line in 1936. This figure is all the more impressive, when it is considered that even the rosiest predictions for holiday trade this year, run only five or six per cent over last year!

Pioneer still appreciates the value of utility packages, and still uses them in some cases. But pre-testing has proved that careful planning is necessary if they are to achieve a substantial success.



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More Gifts

FOR MERE MALES

IN ADDITION TO THE USUAL INGENIOUS OFFERings of the belt, buckle, and suspender manufacturers, this season will see a far more concerted effort on the part of other makers of accessory clothing items to tap the gift market by means of package appeal. On this and the opposite page are illustrated a few of the outstanding efforts in this direction.

1. The Hickok Mfg. Co. offers belt and buckle combinations in display-containers re-usable as ash-trays or cigarette-holders. Both molded plastics and hammered copper are utilized. More pretentious offerings include four cigarette-boxes. Reading from left to right in the rear row: Combination wood and leather box in tan and gold; black molded box with a frosted-glass cover; die-cast zinc box with antique finish; tan molded box with a low-relief sculpture on a wood-grained lid.

2. Swank Products, Inc., uses a gray molded plastic base and a red ribbed top, to form, after the product and the velvet display-pad have been removed, an executive's memo-pad holder. The lower photograph shows the pad ready for use, with a small metal clip, supplied with the set, replacing the belt buckle on the molded top of the pad.

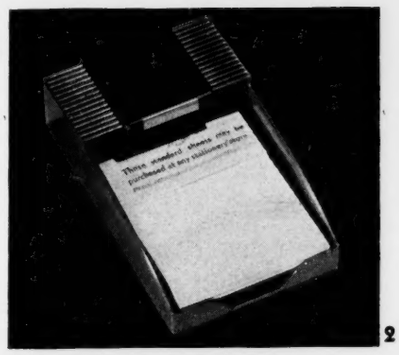
3. Another display container uses a frosted-glass ash-tray in conjunction with a set-up paper display-box to provide added utility appeal for tie and collar accessories.

4. Increasing efforts are being made to tap the male market for toiletries by gift packages. Typical as an effort, outstanding as a package, is the Commodore Shave Set by Carlyle, Inc. Close attention to detail characterizes every portion of this package. Note particularly the rope ring that holds the shaving-bowl, the molded-in belts on the private-mold glass container, and the rope which twines around the anchor on the box-cover, to serve as a handle when the cover is to be lifted.

5. McCurrach neckwear will reach the male gift recipient in a package cleverly designed to make selection by the female admirer an easy task. Ties are packed in groups of three, as designed and selected by Howard Chandler Christy, to harmonize with clothes of any given hue. Thus, the feminine purchaser has only to remember the color of "his" suits to find her tie-shopping problem adequately solved. The inner lid of the package describes and analyzes the various designs. The color scheme is varied according to the shade of the ties enclosed, blue ties being in blue boxes, brown in brown.

6. Forstner Expansion Belts appear on counters in these cylindrical windowed packages, held upright on a folding-board display. Designed by Benjamin Lewis for A. W. Lewin Co., Inc., advertising agents for Forstner Accessories.

7. The Allen-A Company packs and displays men's half-hose under the slogan, "The gift a man would choose." A very direct appeal to the feminine gift purchaser is made through the medium of a highly embossed leatherette gift-box.



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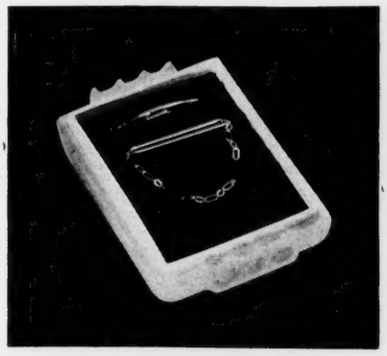

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IMPORTED CHEER IN HOLIDAY DRESS

FOLLOWING ITS ESTABLISHED CUSTOM, SCHIEFFELIN & Co., New York, importer of Hennessy Cognac Brandy, Teacher's Highland Cream Scotch Whisky, and Dagger Jamaica Rum, is this year prepared for the holiday demand with three outstanding gift cartons designed for these well-known imports. Printed in four colors and distinctive in design, the cartons have a general resemblance but differ in particular color schemes. For the Hennessy carton, black is the predominant color, with gold for contrast decoration; for Teacher's Highland Cream, red and gold; for Dagger Rum, green and gold.

Though Schieffelin has for several years featured both Hennessy brandy and Teacher's whisky in gift cartons for the holiday trade, this is the first time such promotion has been given retailers in Wray & Nephew's Dagger Rum. In the past twelve months and more, according to Schieffelin officials, increased acceptance and broader demand for this old-established Jamaica export has induced them to accord this timely merchandising aid to Dagger Rum dealers, thereby rounding out holiday promotion for the entire Schieffelin line.

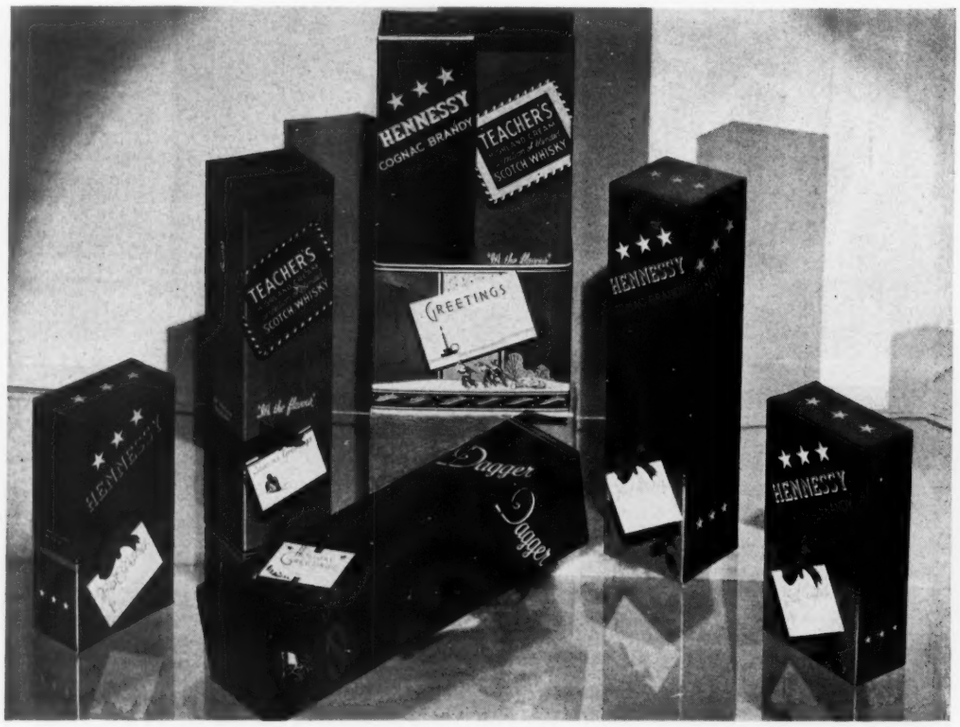
Besides the cartons for the three individual lines, Schieffelin has also made it easy for the Christmas shopper, who wishes to make a combination gift, by introduction of a sleeve carton. Brandy and Scotch, or brandy and rum, as ingredients for that old holiday standby, "Tom and Jerry," or Scotch and rum, may be packed in any combination in this sleeve, which holds two "fifths," and presents a gay holiday air of abundance and good cheer. This sleeve is in red, gold, and black.

The Christmas spirit is happily incorporated in the design of all the cartons. Cleverly worked into the scheme of each design is a Christmas greeting card which provides a space for the names of recipient and donor.

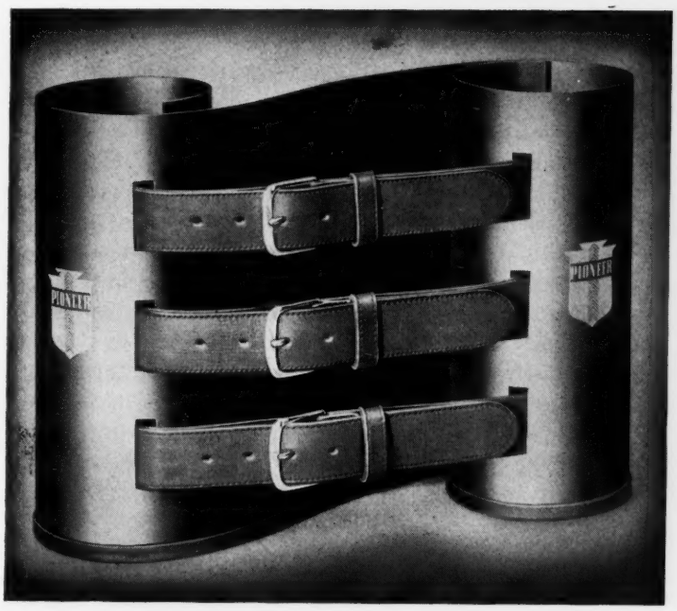
The cartons are counted upon to be of great sales assistance to dealers, and, if previous years' successes are any criterion, they will materially help to place these fine liquors well at the top of the Christmas shopping lists.

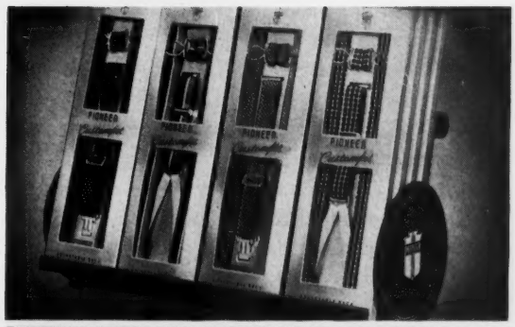
"On a dealer's shelves these attention-compelling packages have a definite merchandising value," John J. Mungan, sales executive of Schieffelin, declared. "Through their beauty and restraint they properly reflect the dignity and reputation of their quality contents. These new Christmas cartons will stand out distinctively in any sales display; they draw the eye and drop a helpful hint to the hesitant shopper for the happy solution of his important gift problems."

Schieffelin & Co. is supplying the cartons to dealers through their regular distributors. The designs were prepared by the art department of The Gardner-Richardson Co., who also produced the cartons, in collaboration with the advertising department of Schieffelin.



MODERN DISPLAY





For smaller dealers, a family group of three metal displays, sprayed with a dark blue-gray finish. The rubber beading on the scroll display, and the rubber footings on the other units, prevent counter scratching.

PIONEER-ING A NEW APPROACH

NOW THAT IT HAS BEEN DONE, IT SEEMS COMpletely simple and obviously the thing to do. But when the Pioneer Suspender Company decided to utilize thorough-going methods of research and pre-testing in arriving at display designs, it definitely "Pioneered" a new and sounder approach toward the merchandising of men's clothing accessories.

The company has long been noted for the progressive nature of its promotion efforts. In its testing of adverstising and packages, and in its close investigation of the needs and problems of the retailer, it has come to know the feel of its market with a certain accuracy. This has found its reflection in a rising sales curve and a growing importance in its field. With the 1937 crop of merchandise displays, Pioneer applies the same methods which have been so successfully used in package planning to the development of these selling units.

Take the subject of humor, for example. For most manufacturers, the use of humor in advertising seems to be a dangerous thing and one which might detract from the dignity of the product. Pioneer's pre-testing and investigation definitely showed, however, that display material well executed in a humorous vein is preferred by alert and enterprising dealers and enjoys a very much longer period of actual use.

The investigation showed that in connection with store fixtures, such as dispensing units, some stores preferred one kind and some another. Therefore, two complete sets were developed. One is a set of metal fixtures for the average store and the other a set of wooden fix-

tures for the deluxe store, both of which are illustrated on this and the preceeding page.

Another interesting fact disclosed was that display fixtures which in themselves are beautiful, often lose their effectiveness and beauty in a store because of a clashing of color, shape, and size with other fixtures. For example, it was discovered that some manufacturers have available, let us say, three different fixtures, each fixture beautiful in itself but not harmonizing at all with the other two. Therefore, the new Pioneer dispensing units were developed as families—all of the wooden ones belong together, and all of the metal ones belong together.

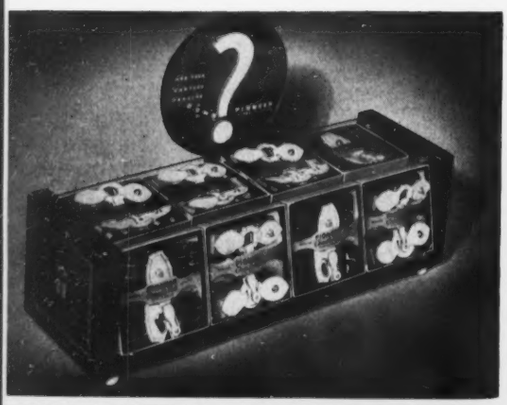
Another fact brought to light by the firm's study of the field was that a definite objection existed to all revolving brace-racks developed in the past because the method of arranging the braces in the rack hid most of the patterns. Pioneer's De-Luxe revolving brace selling unit cleverly overcomes this objection and, in addition, demonstrates the article from the angle of style appeal. The company found out that not only should the demonstration be presented from the fashion angle, but that it should have dignity as well. The Streamlox De-Luxe display piece has both. On a round wooden platform, pivoted on a larger base, a cut-out figure of a man illustrates the brace in use and demonstrates its appearance from front and back. Surrounding this figure and serving as a window for it, a cylinder of rigid transparent cellulose holds an actual brace in position where it can be easily examined by the customer.

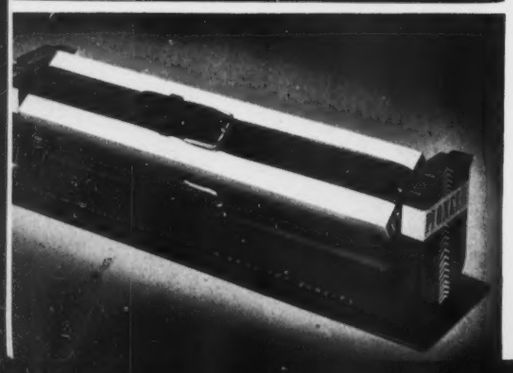
In the realm of garters, by pre-testing Pioneer found that mass display of garters was essential, and two displays, one for each type of store, were developed as a result of this definite need.

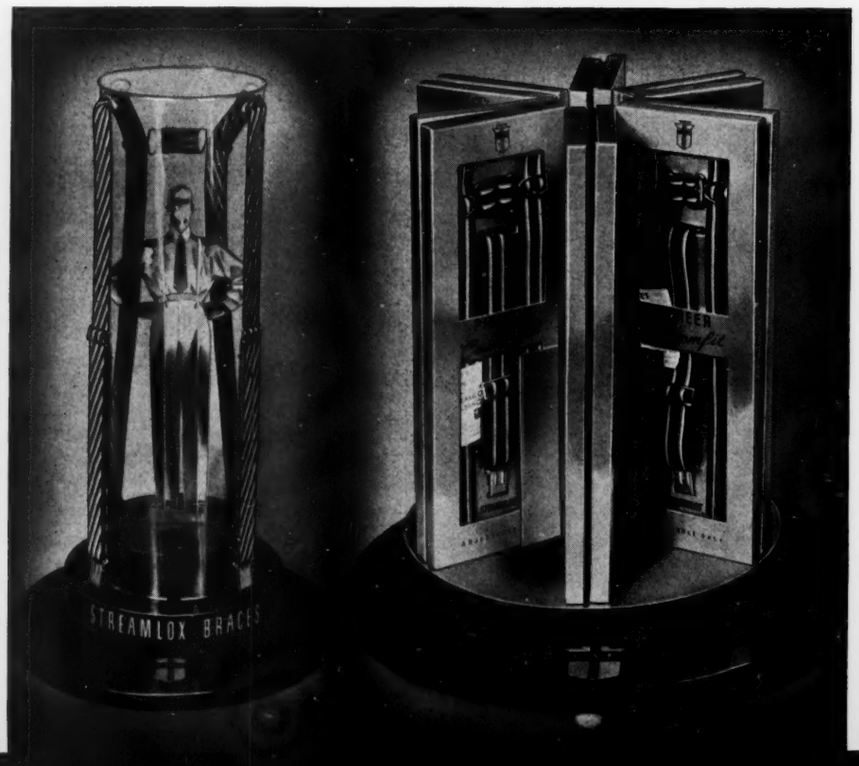
Belt sales have suffered, according to Pioneer's investigation, because the old type of belt fixtures with two uprights around which three belts were stretched had become extremely monotonous to retailer and consumer alike. A novel and interest-provoking device to give the belt a better break is the revolving rack, which presents belts from an entirely new and different approach. It is a revolving spindle on which the deluxe store can show belts in various price ranges, or an assortment in any single price range. For the smaller stores, the metal-scroll display also presents belts with a new and different approach. This display has the same advantages as the other.

For mass displays of braces, equally ingenious selling pieces were developed. Pre-testing and investigation showed that the idea of jumbled display as utilized in connection with soap and similar products could also be well applied in the sale of braces. Because braces are a fashion item, however, and selected by color and pattern, it was important that the jumbled or loose display take on an orderly appearance. The display units shown illustrate how successfully this was accomplished. In one unit the braces are stacked loosely where they can be easily picked up by the consumer without his feeling that he is disarranging the whole display. In the other the brace packages are backed together in pairs on a revolving platform. Credit to Merchandising Arts, Inc., for the design and manufacture of these displays.

The De-Luxe group of displays, likewise bearing a family relationship in design and appearance, are built of wood, finished in black and gold. The garter-selling unit provides a reservoir for 25 boxes behind a curved glass plate, and four open boxes in front of this glass. A blue mirror bears an advertising message. The revolving Brace unit utilizes color lithography for the statuette, and transparent acetate for the cylindrical demonstration device. The belt and brace units also revolve. On the large revolving brace unit metal spokes rising from the center of the wooden base hold the packages in place.







Eye appeal?

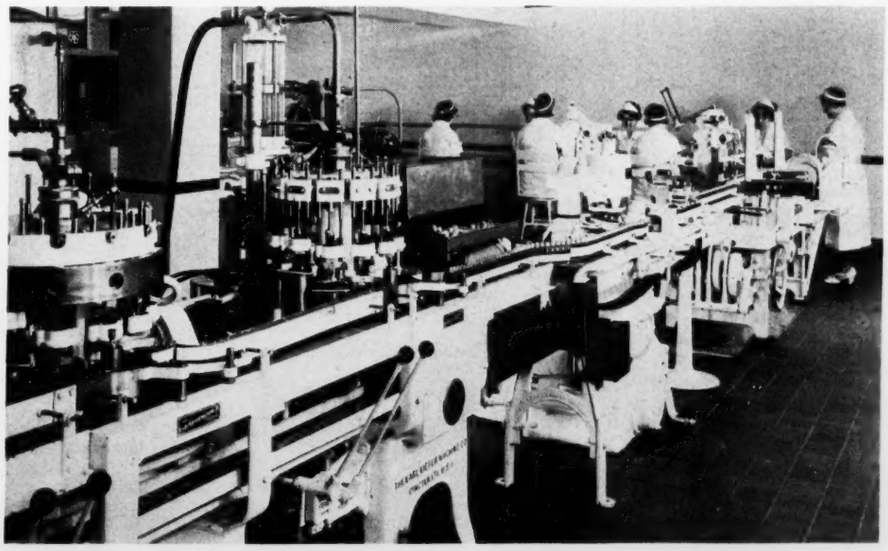
I'LL TELL THE WORLD!

A RESTLESS HORSE, OWNED BY OTIS F. HALL, founder of the old National Bank of Spokane, Wash., 52 years ago indirectly led to the establishment of a business which has grown to be one of the largest in its field.

Unlike Mrs. O'Leary's cow, which started something of a destructive nature some years earlier in Chicago, Mr. Hall's horse was a constructive force that set in motion a chain of events which has brought benefit to large numbers of people not only in Chicago but throughout the entire world. Mrs. O'Leary's cow kicked. Mr. Hall's horse swished his tail.

He swished his tail across Mr. Hall's face. One of the hairs was drawn so swiftly across Mr. Hall's eye that it cut the surface of the cornea. The cut developed into an ulcer. The injury threatened to become dangerous, and one of the bank customers, S. Lindsey, a wholesale grocer of Spokane, prevailed upon Mr. Hall to seek the advice of a then famous firm of oculists in Chicago, Drs. J. B. and G. W. McFatrich. These men specialized in diseases of the eye, both in their private and hospital practice, and occupied chairs in leading medical schools in that section of the country. Dr. J. B. McFatrich was president of the Chicago Board of Education, and a member of the Illinois State Board of Health. Dr. G. W. McFatrich was attending oculist of the Cook County Hospital, and later president of the Northern Illinois College of Ophthalmology and Otology, also of Chicago.

Mr. Hall followed his friend's advice and went to Chicago for treatment, taking his small son with him,



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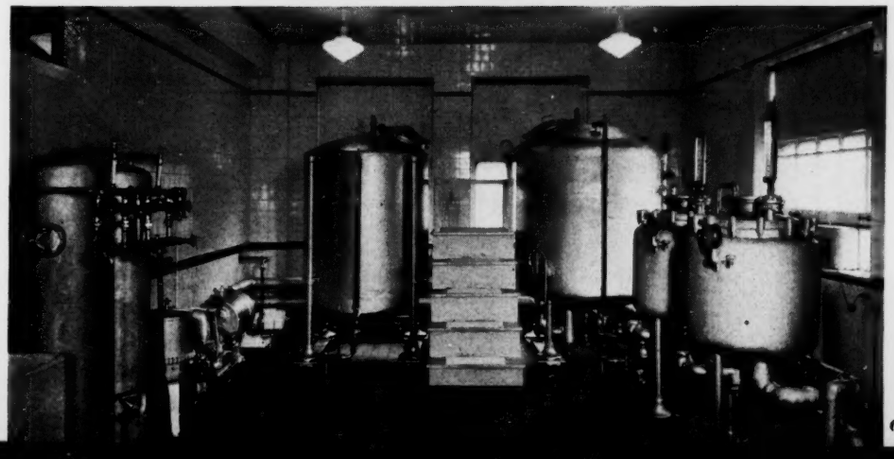

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1. Murine packaging is an example of sanitary straight-line production, a series of uniform operations with thorough protection from start to finish. The steps include: Bottling, corking, sealing, labeling, and packing.

2. Cleanliness and uniformity characterize manufacturing conditions. Another example of straight-line operation in production.

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who was also suffering from an eye irritation. In a short time father and son were cured.

While in Chicago, Mr. Hall learned that one of the things the Drs. J. B. and G. W. McFatrich were famous for was a collyrium, or eye-water, which they regularly prescribed for their patients. A personal witness and beneficiary of the healing efficacy of this prescription, Mr. Hall, prompted by gratitude for his own cure and aware of the commercial possibilities of making such a remedy available to large numbers of people, suggested to the two doctors the idea of putting it on the market as a proprietary medicine. They told him they would not consider such a thing.

Mr. Hall returned to Spokane. He never relinquished the hope of eventually persuading the Drs. McFatrich to put their eye-water on the market. Little did he suspect, however, it would take him nearly twelve years to do it. By insisting over and over again that there were many people who needed the remedy but could not afford to go to the specialists for treatment, he finally won them to his point of view, and a company was formed.

Murine Is Born

The preparation was called Murine, a word coined by Dr. G. W. McFatrich by combining the first three letters and the last three letters of the name of one of the ingredients of the prescription, muriate of berberine. This substance gives Murine its golden-yellow color.

Murine is a liquid, and is an "isotonic" cleanser and lotion, the function of which, when applied, is to rid the eye of invisible particles of dust, dirt, and the effects of smoke, automobile fumes, and the like.

It was originally put up in a small cylindrical bottle enclosed in a carton. An examination of this original container and carton, put on the market in 1897, reveals a number of interesting features. The label on the bottle covered the entire surface and was a reproduction of the carton design. The illustration of a young lady with uplifted arm was intended to show use and method of application. The front panel of the original carton became so well known that it was retained for a time on the new carton and undoubtedly has been an identifying-mark that has had a decided influence on sales.

Original Package Is Re-designed

The original bottle, as observable in the illustration, had a paper-sealed cork. The carton contained, there-

3. 1897. The original bottle, eye-dropper, cork-screw, and carton. The contents of the bottle are transparent olive-yellow color. The label is black on white paper; the carton, red and green.

4. 1937. New container and carton, standard design. Bottle, label, seal, and applicator are in keeping with modern ideas. The carton is completely modernized except that one panel of the old package was retained for a time for the benefit of old friends.

5. 1937. The new de-luxe bottle at right of standard bottle, shaped and styled to grace the vanity or dresser of any home. The new applicator becomes the sealed closure of the bottle.

fore, a small wire corkscrew which the purchaser generally left in the cork. The ring of the corkscrew was correct little-finger size. A glass tube eye-dropper was also included. These two accessories made the use of Murine a surprisingly simple one-hand operation by holding the dropper with thumb and fore-finger and removing the cork with little finger.

The transition from the original to the new package and container was an inevitable development with points of more than ordinary interest attending the transition. The container was thoroughly modernized. A square-shaped bottle replaced the round. The closure is a tear-off metal seal. The applicator is a modernized eye-dropper of molded glass protected at its orifice and long enough to reach the bottom of the bottle. It has a screw-cap made of black molded hard rubber surmounted by crown-shaped suction-top of bright soft rubber. A simple pressure of the finger on the suction-top fills the glass tube with sufficient liquid for an application. A new label, printed black lettering on gold background, attached to one side of the bottle only, makes an effective color scheme with the golden-colored liquid, the red top, and black rubber cap. The bottle is a pleasing ensemble when in use with applicator in the bottle.

Keeping the Fundamental Elements

With the exception of one panel, the carton was redesigned. It is really a completely new design, the original panel being modernized into perfect harmony with the new elements. The trade-mark is the characteristically lettered name, Murine. This, the illustration of the girl with dress and hair arrangement slightly modernized, and the lettering of the original panel, bridge the gap between the past and the present.

6. 1897. The original Murine plant, on Michigan Boulevard at the edge of Grant Park and across from the old Chicago Public Library and Chicago Athletic Club. These prominent display signs were designed to impress Michigan Boulevard traffic of World's Fair days in the technique of that exciting era.

7. One of Murine's first cars (and one of the first cars), used for solicitation and delivery.

8. Upper left, original display card of 1897. Center, first change, used consistently from 1904 to 1915. Right, 1928, shows how adapted for use in foreign markets; original bottle and eye-dropper. Lower left, 1930, new bottle and applicator make their appearance. Lower right, 1935; first introduction of male appeal in point-of-sale advertising (see circular insert in lower left-hand corner of display).

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9. Left, 1936 window display and counter merchandiser. Three packages can be inserted in set-back space; one shows in picture. The feminine appeal is dignified. Center, combination ledge card or department hanger. Right, barber-shop card for shelf use or hanger carries pictorial and cooperative suggestion. (Displays by The Forbes Litho. Mfg. Co.)

10. Package inserts—a story of progressive improvement. Upper left, 1908, a first booklet, 8 pages and color. Upper right, 1922, 16 pages and color. Center, 1926, 8 pages, text more concise, more illustrations and more color. Lower right, 1935, 16 pages, elaboration of scientific angle, full color. Lower left, 1937, 12 pages, folder type, modernistic, full color.

In the case of the de luxe package, the carton is made with all four panels in modern dress. In color scheme and arrangement of design elements, the standard and de luxe cartons are practically identical. It takes side-by-side comparison to discover the differences. The whole thing has balance, distinction, and dignity, with no departure from what are considered to be ethical standards in advertising a product of this kind.

The de luxe bottle is a decided change from the standard. It is the "fat" cylindrical type with countersunk panel for label. The lettering on the label consists of the trade-mark only with the words, "For Your Eyes." Closure, applicator, screw-cap, and suction-top are the same as the standard.

Advertising Features Package

How the company has featured the package in its advertising is another story, interesting to packagers because of its consistency and effectiveness. The name, Murine, in characteristic lettering, coupled with the phrase, "For Your Eyes," the illustration of a girl's head, the bottle and carton, find their place in every advertisement. A large part of the firm's advertising appropriation goes into point-of-sale advertising because of the importance of the dealer in its method of distribution. There is a hanger for barber-shops, entitled "Free Murine Service," picturing a barber dropping Murine into a customer's eyes, with a balloon reading, "You can buy Murine at your Drug Store."

Easels and hangers in different sizes were supplied in large quantities for drug-store counters. The progressive changes noticeable in these cards from the crude drawings of 1897 to the attractive photographs and color reproductions of today make an interesting exhibit. The same fundamental story runs through them all—trademark, package, use. These counter-cards are printed in foreign languages as well as English, as Murine is sold in South America, Australia, Africa, India, China, Japan, as well as in European countries, Canada, and the United States.

Back of the packaging story and the advertising is the story of production. High quality of ingredients, careful selection, rigid uniformity, and sanitation are the watchwords if a product of the character of Murine is to hold its market. From the building where Murine had its humble beginning, the firm has recently moved its plant to more elaborate and scientific quarters. The laboratory is one of the finest in the Middle West, employing the most modern bottle-handling equipment. Dr. G. W. McFatrich still gives his personal attention to production. All operations are mechanical in both the manufacturing and packaging departments. Straightline operation is the rule.


Weetabix
TRY IT TODAY!
"YOU'LL SURE GO FOR HUSKIES"
Lou Gehrig
Huskies
Whole Wheat Flakes
NEW!
JACOB RUPPERT
Muckerbock Beer
RUPPERT BEER
RUPPERT
Creators Designers and Producers
DISPLAYS
POSTERS
CAR CARDS
CARTONS
LABELS
WRAPPERS
PACKAGE INSERTS
BOOKLETS
FOLDERS
CALENDARS
ART PLATES
BUSINESS STATIONERY
PRINTED CELLULOSE
CELLULOSE PRINTING
DIE STAMPING
LETTERPRESS
LITHOGRAPHY
MARKET RESEARCH
CREATIVE DESIGN
FORBES
LITHOGRAPH COMPANY, P.O. BOX 513 BOSTON
NEW YORK • PHILADELPHIA • CHICAGO • CLEVELAND • ROCHESTER • DETROIT
COMPLETE FACILITIES FOR SERVICING ALL YOUR PRINTING REQUIREMENTS
It's Bite Size
Shredded Ralston
Shredded Ralston
Ball BLUE BOOK
SALADS
by Seidner
THE YUMMY BOOK
The art of Making Bread at home
Fluff
Successful Baking
KNOX JELL

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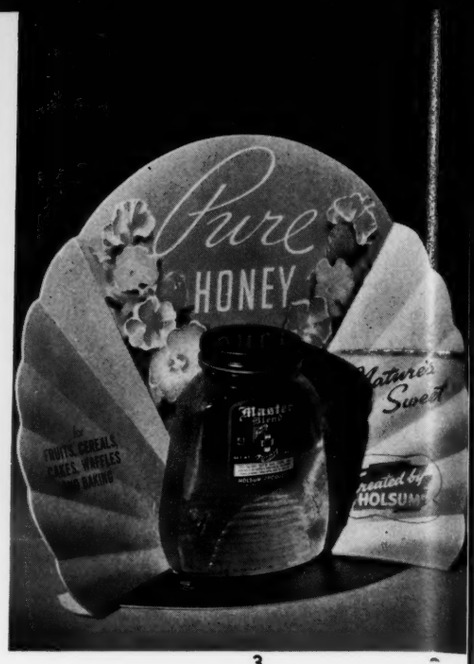

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1. A "Progress Counter" of The Progress Corp. for displaying its popular-priced merchandise on store counters all in one compact display case. The case is made of wood in natural finish, the display tray in red, covered with glass, with mirror at the top. Designed and made by General Display Case Co.

2 and **3.** Two recently-produced displays of Holsum Products, Milwaukee, for helping dealers sell Holsum Olives and Master Blend Honey. The olive display has green, red, and blue predominating, and spaces for three jars of merchandise to be set in. The honey display has a white-and-blue background, with flowers in red, yellow, and green, and space for setting in an actual jar of honey. Displays were produced by Milprint, Inc.

4. A Stanley Flash-Light Screw Driver mounted on a display card. The handle, octagon shaped, is made of brass and is finished a crystal black with a contrasting stripe. The blade is of tempered steel, two inches long. The display card is furnished to the dealer with each carton of six screw-drivers. Pressing the button in the handle turns on the light, the path of which is indicated in red on the card.

5. The new NBC Graham Cracker display is distributed in three sizes by the National Biscuit Company: As a poster on New York elevated and subway platforms in one size; as a wagon poster on company vehicles all over the United States in another size; and for dealers' windows in a smaller size. Red and yellow predominate in the color scheme. Produced by McCandlish Lithograph Corp.

6. A new "help-yourself" counter display for Powdered Foods Co. which commands attention by its clever design carried out in brilliant red and black.

7. Interesting on two counts is the new Granger pipe-tobacco display, first, for using the feminine appeal in selling tobacco, and second, for the way in which it is done—the lady holds the can while he holds the pipe. Made by The Forbes Litho. Mfg. Co.

8. United States Rubber Co. is using a floor display for Goodyear Glove Brand Rubber Boots and Arctics that really conveys a sensation of the kind of weather conditions that the boots and arctics would protect one against. The design portrayed on the display-stand shows the boots in action. Made by Robert Gair Co., Inc.

9. Engineers and draftsmen have need of a device to help them letter drawings quickly and accurately. Such a device is advertised by the K. and E. Leroy Lettering set, which consists of a series of engraved templates, a fool-proof tubular pen, and a scriber that follows the character outlines of the template and transmits motion pantographically to the pen. It is a demonstration outfit which permits a prospect to try the set without damaging anything. The display is made of wood and finished in maroon and white. Designed by Keuffel & Esser Co., and manufactured by Arrow Mfg. Co.

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DISPLAY GALLERY

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10 and **11.** Two window displays of the American Safety Razor Corp. to help dealers to put over the special trial offer for Gem Razors. The plan is promoted by a national newspaper campaign and constitutes the second offer of its kind since 1930. Industrial Lithograph Co. produced the big display (35,000) which is distributed to small dealers, and Dependable Printing Co. the smaller one (15,000) for large dealers. In both displays the colors blue and red predominate.

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12. Six actual packages of Chase & Sanborn Coffee are placed in this counter display, made by Ketterlinus Lithographic Manufacturing Co. for Standard Brands. The slanting and staggered stack of packages produces an effect which was deliberately planned to give a psychological impetus to sales. The jumbled effect in the stack imparts the feeling that the pile is almost ready to topple and emphasizes the caption "Quick—buy a bag."

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LET 'EM EAT FRUIT CAKE

THINKING UP A NEW PACKAGE FOR A CHRISTmas item that is really a Christmas item is as hard as trying to shave an egg.

You are a food manufacturer. Among your holiday items is a fruit cake, or a plum pudding, or a special assortment of candy or cigars. Your Christmas fruit cake or box of candy costs you more to produce this year than it did last. Putting it up in a showier but less costly container would equalize matters and permit you to sell it for the same retail price. Provided there was no loss in volume. But there's the rub.

If the reader really has a problem of this kind, we ought to explain at once that the solution of the mystery lies in the container. In other words, get up a container for your Christmas 1937 product that will be so absolutely better and different that anything you or your competitors have ever had will seem puerile, or at most jejune. Hard words, perhaps.

A concrete example of a manufacturer who did this for Christmas 1937 is the one thing needed to make this a perfect story. If the reader suspected this from the beginning, it is probably our fault in not being able to keep a secret.

The manufacturer in question is the Larsen Baking Company, Brooklyn, N. Y. The container in which the Larsen Fruit Cake will be put out this Christmas is as beautiful as it is unique. The Larsen Fruit Cake is a fine fruit cake, the company readily admits. Consumers who know good fruit cake when they see it can see that the Larsen cake is good because it is wrapped in cellophane, and tied with red ribbon with a spray of holly fastened under the bow.

The container is in three parts—glass bowl, metal basket, metal tongs. The bowl is of the fluted type, made by Hocking Glass Co. Metal basket and tongs were supplied by Kromex Corporation.

Aside from the beauty and usefulness of the container, it is appealing to the housewife because of the novelty of the tongs. While the container is still in use as a fruit-cake receptacle, pieces of cake are handled by the tongs. After the fruit cake has become a memory, and the container is doing service as a dish for fruit, candy, bonbons, marshmallows, even for ice cubes, the tongs are equal to every emergency and not only promote frequent use by their novelty but increase the enjoyment of consumption.

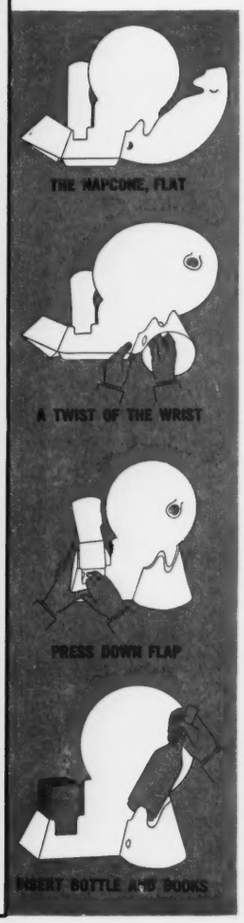
Lawrence E. Swensen, sales manager of the Larsen company, says he has great faith in what this package is going to do for his fruit-cake sales. He adds:

"We have had increased fruit-cake sales for several consecutive years, each year better than the preceding one. The molded package with which we were fortunate enough to win a prize in the All-America Package Competition last year, showed us the greatest increase in our history. Despite this increase, and the fact that we have a mold investment, we are putting last year's package aside this year in our enthusiasm for this new package which we will enter in this year's All-America.

"The new package is a thing of beauty and useful as well. We feel it is a case of where one can eat his cake and have it too. This makes the combination an ideal Christmas gift. Incidentally it helps us get a better price in the face of rising costs. So far as we have shown the package, housewives are unanimous in their approval of it. To our surprise, we already have a sizeable order-list from those who have seen the rough sample.

"When we first went in for better packages, we were practically alone in the baking field. Recently others have followed suit, to the advantage of us all. It is my belief that bakers will soon abandon their inferior packages and try for something different and useful."

A fruit cake container which later becomes a dish for bonbons or ice cubes. The tongs make a beautiful, novel, and useful appendage.



McKesson and Robbins uses *NAPCONES

TO SHOW 'EM
TELL 'EM
SELL 'EM

RONRICO RUM

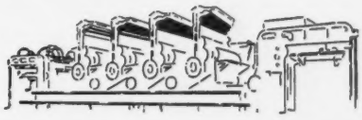
Here is a triple duty display which shows the actual product, suggests uses, and dispenses sales literature. It attracts customers and pleases retailers.

Yet the Napcone display consists of a single lithographed sheet of lightweight stock, a fraction of the weight ordinarily used for displays. By means of the patented Napcone principle—scientifically designed and die cut—this lightweight display can be set up by a simple twist of the wrist... and is so strong, that it will support almost unbelievable weight. No mounting, no easeling, no construction expense. It folds flat, can be inexpensively mailed, included with each case of goods shipped, or carried and installed by salesmen.

The National Process Company are the exclusive producers of Napconstruction displays—entirely new in principle. They are also noted for their production of all forms of lithography in one or many colors.

* Patent pending.

THE NATIONAL PROCESS COMPANY, INC.



75 VARICK STREET, NEW YORK · LITHOGRAPHERS SINCE 1912

IT'S A NATURAL!

FRUIT JUICES IN THEIR NATURAL STATE, ALL their original freshness of flavor retained, not colored, not pasteurized in any way, yet perfectly preserved! This is the sensation that has suddenly appeared on the fruit-juice market. The sponsor of this debut is the United States Products Corp., Ltd., San Jose, Cal., which is said to be enjoying a rush of inquiries and orders that gives no time to sit back in any peaceful contemplation of the effects of this startling coup.

"Signet" brand currant juice, loganberry juice, apple juice, raspberry juice, and a variety of blends of pure fruit juices under the name of fruit-juice cocktails, all undiluted and unsweetened, are said to be totally different from any juices previously on the market. It required long experimentation on the part of the United States Products Corp. to perfect the cold sterilizing process by which the new products are packed. This process is revolutionary in that it permits for the first time the sterile packing of absolutely pure fruit juices without the addition of any preservative or other foreign ingredients and without killing any of their fresh natural flavor by pasteurization.

Although the United States Products Corp. is relying upon the delicious natural flavor of the juices to build a volume market, the company has taken care to see that its packaging is such as will win widespread initial trade-display and consumer acceptance. The short, stable containers were chosen from the stock models of the Owens-Illinois Pacific Coast Co., and the complete design of the package was entrusted to the Owens-Illinois Packaging Research Division. The labels, which bear a family resemblance to the labels of the company's complete line of fancy fruits packed in glass jars, are models of simplicity, color-harmony and poster-like display value. The lettering on the labels is designed to focus attention on the three main features of the product that the packer wishes to impress upon the public. The new brand-name, Signet, is shown in conspicuous white block letters on a red background. The main selling point is expressed in the one large and gracefully-lettered word, "Natural," in blue script supported by "Unsweetened and Undiluted" on a white background, and the kind of juice is legibly designated in block letters on a blue background.

It was considered essential, not only for sales purposes but also for assured preservation of the juice by the new packaging process, that the container be of high-quality glass. By the employment of crystal-clear glass, the color and clearness and general appetizing appearance of the juices have an opportunity to exert their full influence in obtaining preferred display-space and attracting the favorable attention of consumers.

The accompanying illustration shows the attractive display possibilities of the new packages shown in connection with fruit blossoms and other natural backgrounds that express the character of the product.

Four stages in the erection of the "Nabis-Kit." (Left) The shipping container. (Center) The container has been opened, the scorings cut, and the front and top folded into position to form a slanting support for the "Q" containers of biscuits. (Right) The completed display with all "Q's" in place and the seasonal display card in position surmounting the top tier of boxes.

SALESMEN SET 'EM UP!

WITHIN TWO MONTHS, SEVERAL HUNDRED merchandising salesmen of the National Biscuit Co. have stepped into food stores, set up a neatly colored shipping case in the best counter location of the store—near the service counter.

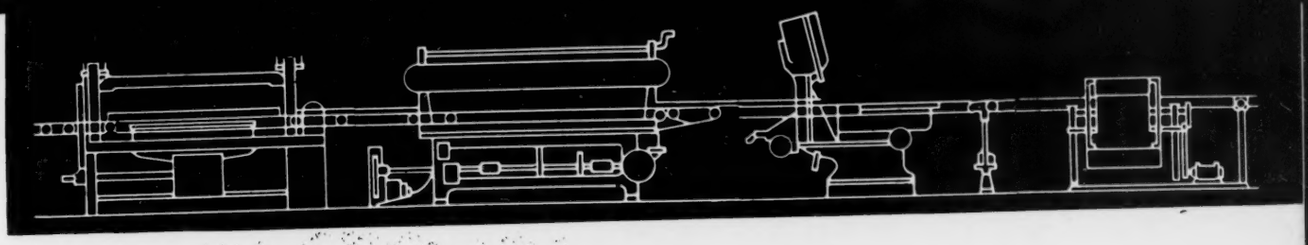
"Say, what's this?" must have been the remark of many an astonished food merchant. "Does that belong on the counter?"

The N. B. C. representative then lifted up one face of the shipping container, and, presto! before the merchant's eyes, there grew a neat, compact and—as later events have proved—extremely effective counter display holding four glass-topped display cartons of leading N. B. C. bulk cookie brands.

This scene, or its counterpart, occurred in thousands of retail food centers. Now, with the second edition of the "Nabis-Kit" display, these grocers and thousands of additional ones have requested new installations because of the success they have had with the old. The "Nabis-Kit" display was designed in the National Biscuit Co.'s display department on the basis of a long series of requests from retailers for a compact counter unit for the most popular of the N. B. C. bulk varieties.

The display occupies but little counter space and can, therefore, be set forward, leaving a working area behind it. In shipment it serves as the delivery carton for the four "Q" type cartons of bulk cookies which it carries on display. To convert it from shipping container to display, all the grocer or N. B. C. merchandising salesman has to do is to cut through heavily scored markings on the front face of the unit and fold this face back to form a slanting platform for the biscuit containers. Resting upon this platform, the containers slant slightly so as to provide a perfect eye-level view. An advertising card, which is changed with each new seasonal addition of this display, surmounts the four containers.

The company reports an unusually favorable response on the part of both dealers and consumers—one so favorable as to induce the continued use of these units and their periodic replacement from time to time with fresh "Nabis-Kit," bearing new seasonal display cards and new assortments of cookies and biscuits.



PACKAGING PRODUCTION

MACHINERY AND EQUIPMENT

A Diamond Ring..and a Package of Gum

If you were selling diamond rings, your packaging problem would be comparatively simple—produce the handsomest possible package, with little regard for cost.

But in merchandising products of large volume and low selling price, such as chewing gum, razor blades, soap, crackers, candy bars, etc., the utmost ingenuity is required to find the right package—the one that will serve the product best, have the greatest sales appeal, and *still be within the proper limits of cost.*

We are well equipped to help you find the right package.

Our wide experience covers virtually every field in which packaged goods are produced. We can give you, for example, definite and authoritative information as to the type of package best suited to machine production; the kind of material to use; the form in which this material may be purchased at lowest cost; the mechanical equipment and plant layout for utmost efficiency.

Our machines give the manufacturer every opportunity to lower production costs. They use any type of wrapping material. They are widely adjustable to various sizes . . . many are adaptable to different types of products. They are of most advanced design, giving you the benefit of all recent mechanical improvements. High speed, convenience of operation, dependability, long life—these are outstanding features.

When you plan improvements in packaging, consult our nearest office.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts

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MEXICO, D. F. Apartado 2303 Melbourne, Australia: Baker Perkins, Pty., Ltd.
Peterborough, England, Baker Perkins, Ltd.
Buenos Aires, Argentina: David H. Orton, Maipu 231

PACKAGE MACHINERY COMPANY
Over a Quarter Billion Packages per day are wrapped on our Machines

MACHINE AND HAND OPERATIONS SUCCESSFULLY COMBINED

NOT SO MANY YEARS AGO NEARLY ALL PACKaging operations were hand operations. Today we are prone to think of packaging as a process carried on entirely on automatic machinery. But a very large proportion of all plants use little or no automatic packaging machinery; and a significant number of larger plants have many operations which they perform by hand.

The reasons for this condition vary from plant to plant and process to process. The art of designing package-handling machines has advanced to the point where an automatic machine *could* be designed to perform almost any given operation or series of operations. Where such machines have not been designed, or, if existing, are not applied in all plants, it is because of factors beyond control. Such factors range from the limitation of the market for particular types of machines to the high cost of idle machine time; i.e., the original cost of the machine in comparison to the economies that can be realized with limited production or small runs.

In many plants, therefore, we find extremely advanced models of packaging machines side by side with semi-automatic and hand processes. A typical instance of this sort is found in the modern and efficient plant of the Smith, Kline and French Laboratories, long-established and thoroughly progressive Philadelphia manufacturer of pharmaceutical and chemical specialites.

1. Floor plan of the Smith, Kline and French packaging departments. Boxes, bottles, and cartons enter by conveyor from adjacent storage spaces. Filling and capping machines feed on to conveyor belts for finishing operations, a station being provided for semi-automatic labeling between machines and belt when such work is required. Finished packages are delivered by conveyor to finished stock, on the floor below.

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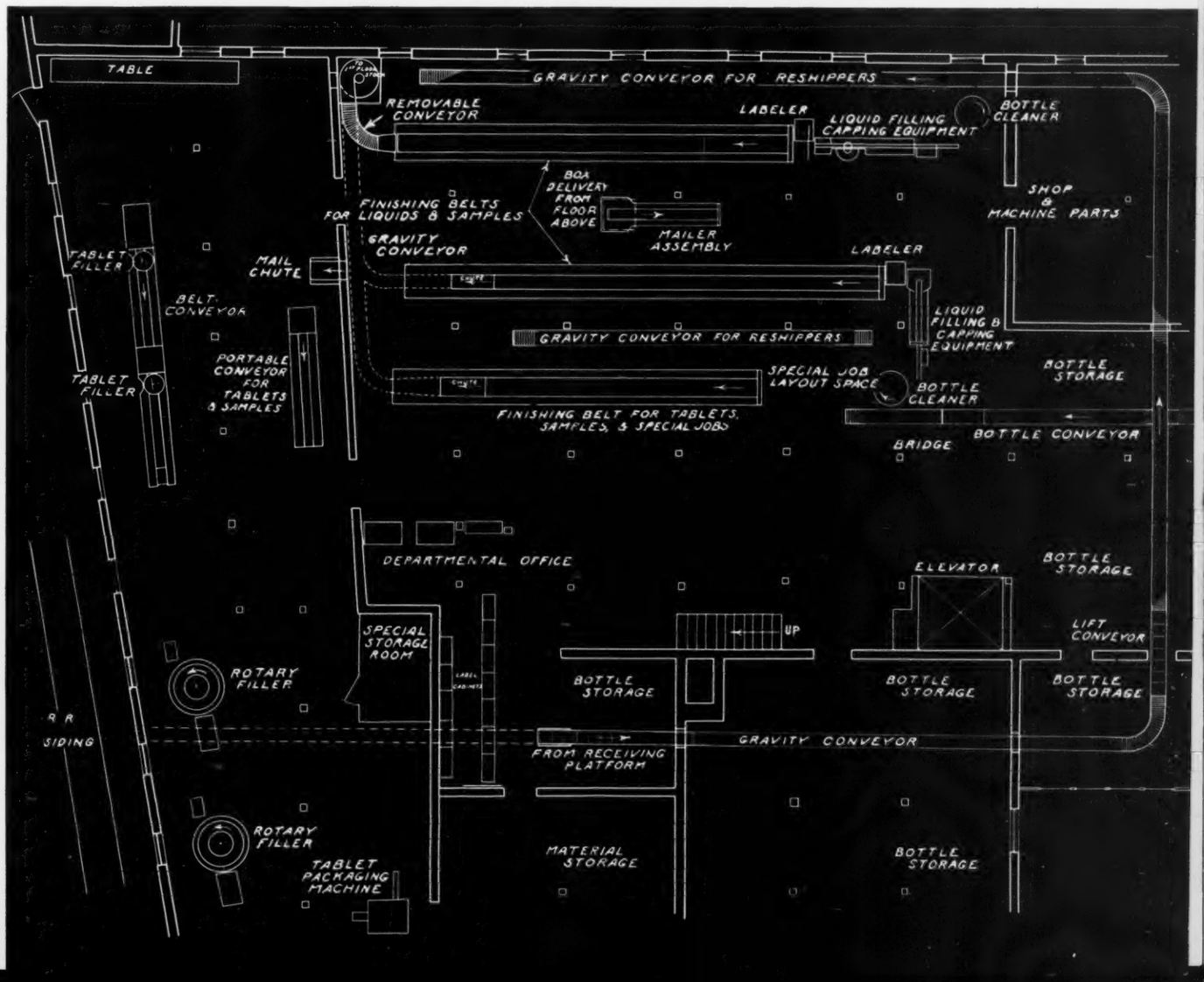

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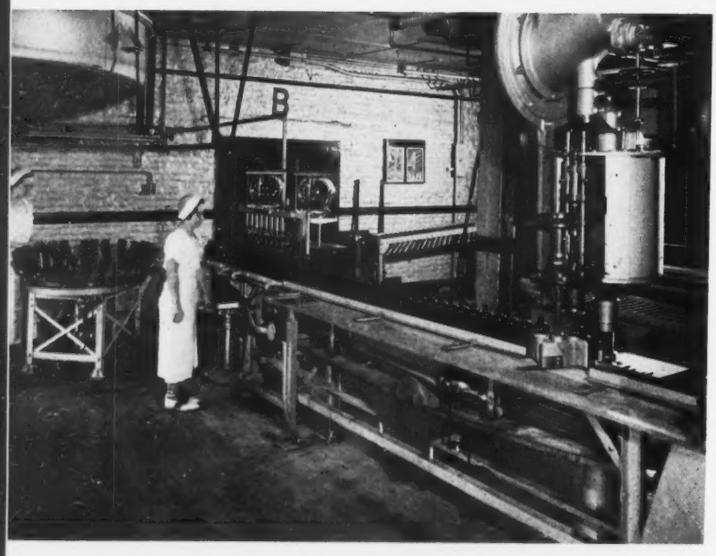

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Packaging Products and Samples

This firm manufactures twenty or more products mostly in liquid, tablet, and inhalant forms. Each item presents its own packaging problem. Moreover, most of the items present a second series of problems, typical of the pharmaceutical field, namely, the problems of packaging for sampling.

The attitude of the company toward automatic packaging consistently emphasizes a willingness to adopt the most advanced type of machines which can be efficiently utilized within the limitations set by the conditions of plant operation.

Among these limiting conditions are the seasonal nature of most of the firm's products and particularly of its sample mailings. While production has been stabilized and maintained on an unusually even level throughout the year, over the entire group of products, each individual product runs to peaks of production alternating with periods of withdrawal from stock. In the case of samplings, it is necessary to achieve a large production for the few weeks preceding a mailing on any given product in order to permit the entire mailing to go out at once, to key with advertising, and to avoid the tying-up of large sums in inactive sample inventories. Since a sample in the hands of a physician may produce a number of sales of full-size packages within a few weeks, it is obviously important that no samples lie around the plant where they can do nothing toward moving full-size packages. Hence, a major criterion used in judging proposed new equipment is whether the time and labor saved by its use will pay for its amortization and added overhead within a reasonable time.

Where hand operations are used, the firm feels that no satisfactory machine exists that could perform the operation within the few months of its use at a cost low enough to match that of hand labor. While direct costs of machine operation would, in most cases, be lower than hand-labor costs in the comparatively high-wage Phila-

2. Tablet counting and filling are carried on by machine. Liners are inserted and slide-tops are snapped on by hand. This belt is working on two different jobs—in the background, bottle-filling and capping; in the foreground, tin filling. Both jobs are on tablets.

3. One filling line for bottled goods is here shown. Bottles arrive from storage through a port in the wall, in the background, are cleaned by compressed air on the rotary table at the left, and then fed to the filling-machine, whence they proceed to the automatic capper and thence to the hand-finishing conveyor-table.

4. Metal edge sample-boxes are filled with various products and literature on the moving belt, the last operator folding the self-locking box-lid. Pre-addressed labels are applied by machine, providing an additional seal for the sample carrier. Then the boxes are delivered by conveyor into mail-bags which are dropped by chute to the shipping platform.

Look beyond the price tag

into the cost of operation

The packaging or bottling equipment you buy is simply a means to an end. That end is to produce practical, attractive containers at the lowest possible cost. On that basis your initial investment is of relative minor importance. What you spend afterwards is what really counts. How much will that be? America's most famous producers of packaged and bottled goods have established these definite facts, through actual experience. Pneumatic machines depreciate more slowly, require less money and "time out" for repairs, are more adaptable to changes. It all adds up to "lower cost per container." A fraction of a cent saved per unit soon multiplies into figures that easily swallow the difference between the purchase price of Pneumatic machines and other lower priced equipment. Look beyond the price tag for real packaging savings!

Visit Pneumatic at the Chemical Exposition, Grand Central Palace, New York, Dec. 6-11th. Space 22

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LOWER COST PER CONTAINER

★ PNEUMATIC
PACKAGING & BOTTLING EQUIPMENT

delphia area, the cost of special-purpose machines would be like keeping white elephants, whereas the use of all-purpose flexible machines are a necessity because of the continuous development of new sample packages and changes in commercial packages.

It is interesting to note that most package-filling operations, both for tablets and liquids, are carried on by automatic machines. Capping operations are likewise mechanized in all except a few instances. Labeling by semi-automatic machines has been found thoroughly practical since the machines have been found flexible enough to be shifted easily from product to product. Cartoning, however, is done entirely by hand. So is the inserting of instruction leaflets and the attachment of slides to tin tablet-boxes. Most of the sample jobs are done by continuous assembly, from filling, capping, and labeling of containers, through assembly in boxes, addressing, and placing of mail packages in bags. The mail-bags are dropped by special chute to the shipping platform, ready for tally and shipment.

The packing of shipping cartons and corrugated containers is done by hand. However, the sealing operation on shipping containers is performed by machine, as is generally the case in most plants.

Smith, Kline and French engineers have, in some instances, devised their own machines to perform operations peculiar to their own plant. For example, various packages are set-up, filled, and capped on a large circular power-driven table essentially similar to the lazy-suzan device found on so many restaurant tables. One operator places the containers into holes in the outer edge of the table, then the filling, assembly, and capping proceed as the containers pass at constant speed before each operator. Caps are tightened by a special device to a uniform tension, then the containers are removed to the regular belt lines for additional finishing operations. Concentric trays are used for storage of assembly parts, and the center is used for the collection of rejected and damaged parts and materials.

Practially all of the filling and finishing operations are done on moving belts at the rate of 6000 to 16,000 packages per 8-hr. day, except such jobs requiring less than a half day for a group. The number of packages per minute and number of operators in a group are determined from time studies and by machine speeds, to get most economical cost.

The three conveyor-lines are for filling and finishing liquids, or finishing samples and tablets, as shown on the blueprint.

The important conclusion to be drawn from the experience of this firm, typical as it is of so many manufacturers, is not that some companies cannot efficiently utilize packaging machines, or that some machines are so fast and so completely automatic as to seemingly defeat their purpose when a smaller manufacturer considers them. The conclusion is rather that, even where production is intermittent or limited, machines can often be utilized *in conjunction with* hand operations, provided such hand operations are properly co-ordinated and synchronized with machine operations. Such coordination between machinery and hand operators can only be brought about by intelligent planning.

5. Cartoning is a hand operation at Smith, Kline and French Laboratories, four operators being required to handle the output of the filling equipment shown in the preceding photograph. A fifth operator places the bottles into shipping containers.

5

6. Two operators serve each of these two Metal-Edge box-staying machines, their finished boxes being thrown into the reservoirs along the wall from which they proceed, by chute, to the packaging-room which is located on the floor below.

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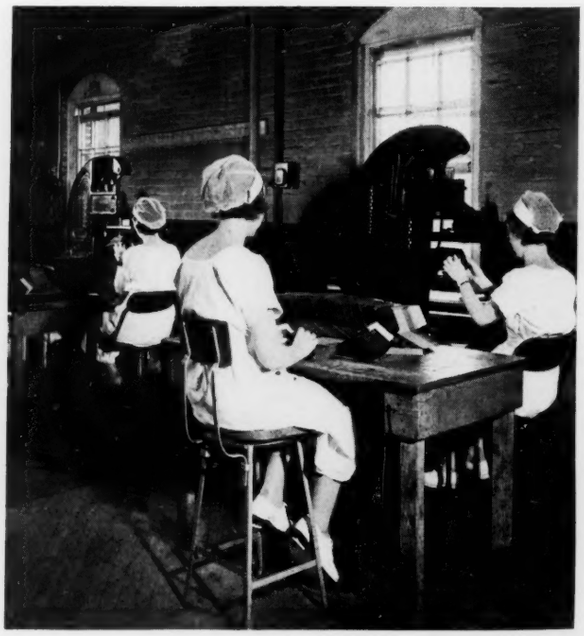
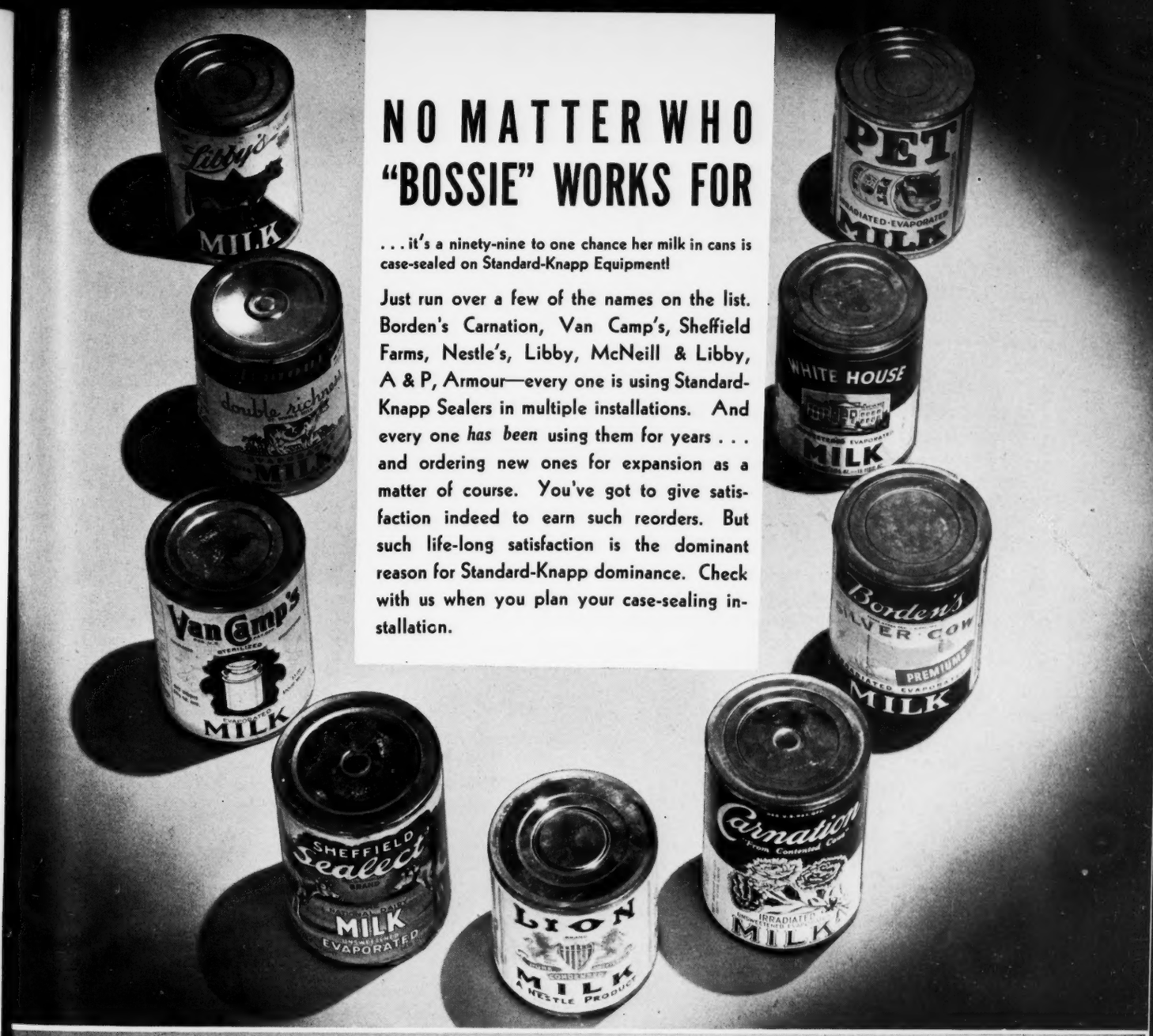
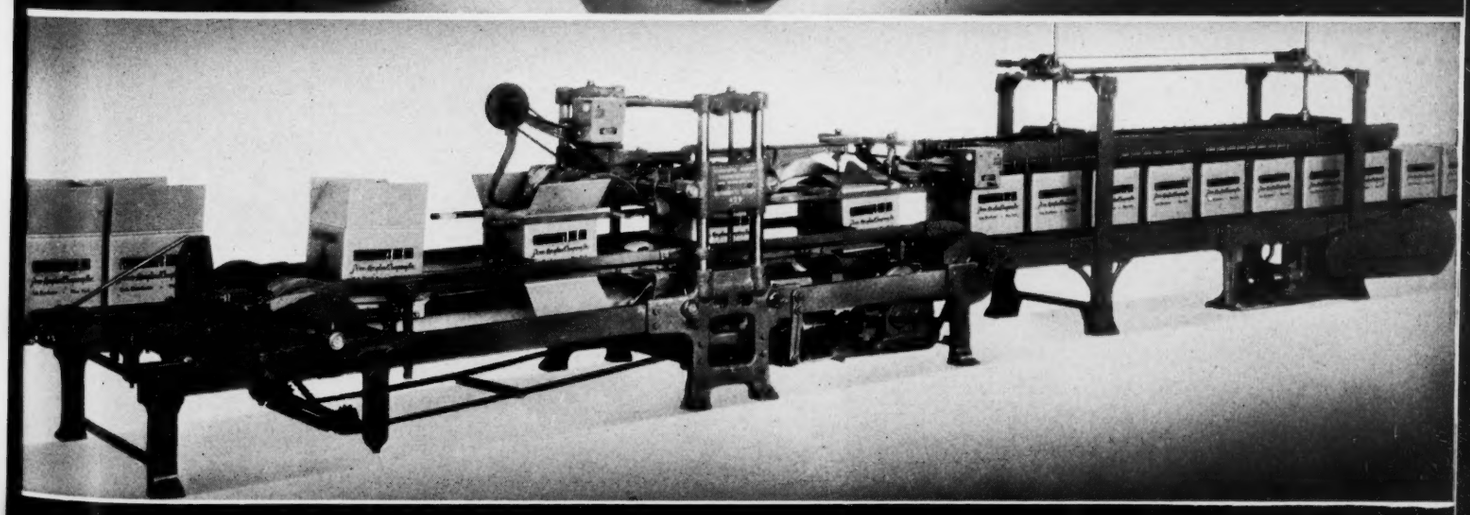




NO MATTER WHO "BOSSIE" WORKS FOR

. . . it's a ninety-nine to one chance her milk in cans is case-sealed on Standard-Knapp Equipment!

Just run over a few of the names on the list. Borden's Carnation, Van Camp's, Sheffield Farms, Nestle's, Libby, McNeill & Libby, A & P, Armour—every one is using Standard-Knapp Sealers in multiple installations. And every one *has been* using them for years . . . and ordering new ones for expansion as a matter of course. You've got to give satisfaction indeed to earn such reorders. But such life-long satisfaction is the dominant reason for Standard-Knapp dominance. Check with us when you plan your case-sealing installation.



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

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420 S. San Pedro St., LOS ANGELES — 189 Second Street, SAN FRANCISCO — Windsor House, Victoria St., LONDON, ENGLAND

HANDLING THE ROUND PACKAGE

By FRANK H. MAYOH

HANDLING CYLINDRICAL PACKAGED GOODS IS a problem having its own peculiar difficulties from the mechanical point of view.

Obviously, in a short article, no attempt can be made to more than scratch the surface. An important consideration is the relation of wrapping material to the size of the article wrapped. Brittleness is likewise a factor when wrapping crackers. With paper goods, sponginess of material governs the amount of pressure that can be applied by mechanical movements. Moreover, it is often necessary to provide some means of preventing circular shaped articles from rotating when the joint or overlap of the wrapping material must be kept on the upper side, or in some particular position, as the package travels through the wrapping machine.

Parallel Line Conveyor

Fig. 1 shows an interesting machine and conveyor set-up for the handling of round goods. Two parallel conveyor lines are indicated at A and B, with the cylindrical packages C and D (paper cans) moving in the same direction as shown by E and F. There is also a cross conveyor at G running from A to B.

The filled paper cans are diverted into a single line as they come from the cross conveyor G into the front conveyor B. The outlet end of both conveyors is equipped with a timing and control device so that the packages are received alternately from the two lines as they pass into the single line at J, which delivers them to the next machine. Operating mechanism for the cross conveyor is shown at K.

Two rotary-type capping machines are indicated at L and M, the body of the front machine being apparent at N. The package trap shows at P. Q is part of the rear line package-filling mechanism.

Fig. 2 is a discharge-conveyor arrangement for handling small round packages (about 1 in. diam. and 3 in. long) which permits the glue on the longitudinal seam of the wrapper to dry during the operation.

The package is shown at A as it leaves the final wrapping station in the machine. It is conveyed to a position B by means of an end-clamping mechanism C which is mounted on a pair of rods D. These rods travel in bearings E and F. The rods D are moved to the right in the direction of the arrow G by means of a rocking lever H which pivots about the rod J, moved by cam K revolving in the direction L. This moves lever M which, in turn, operates lever H through the connecting rod N.

While this is taking place a belt P moves (intermittently) the round packages in the direction of the

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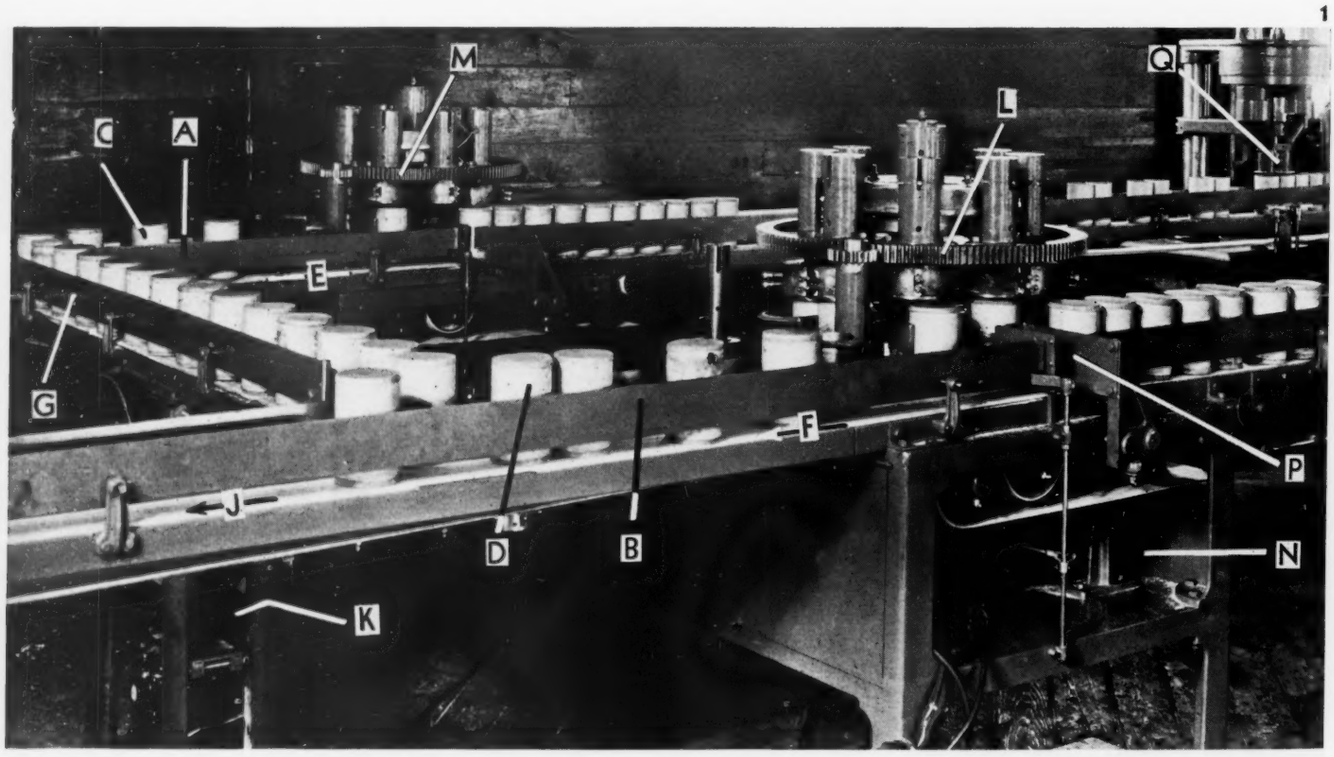

Its performance

● is EXCELLENT!

Say users of the Vari-Visco—and what an impressive record this new machine has made, filling—

- BABY FOODS
  - H. J. Heinz Co.
  - Beech-Nut Packing Co.
- CHOCOLATE PRODUCTS
  - Robert A. Johnston Co.
  - Siren Mills Corp.
  - Time Chocolate Co.
- LARD COMPOUNDS
  - Swift & Co.
  - Wilson & Co.
- JELLY
  - Lutz & Schramm
- HONEY
  - R. D. Bradshaw & Sons
- MAYONNAISE
  - Wheatley Mayonnaise Co.
- SALVE
  - Plough Inc.
  - E. W. Rose Co.
  - Vick Chemical Co.
- COLD CREAM PRODUCTS
  - Andrew Jergens
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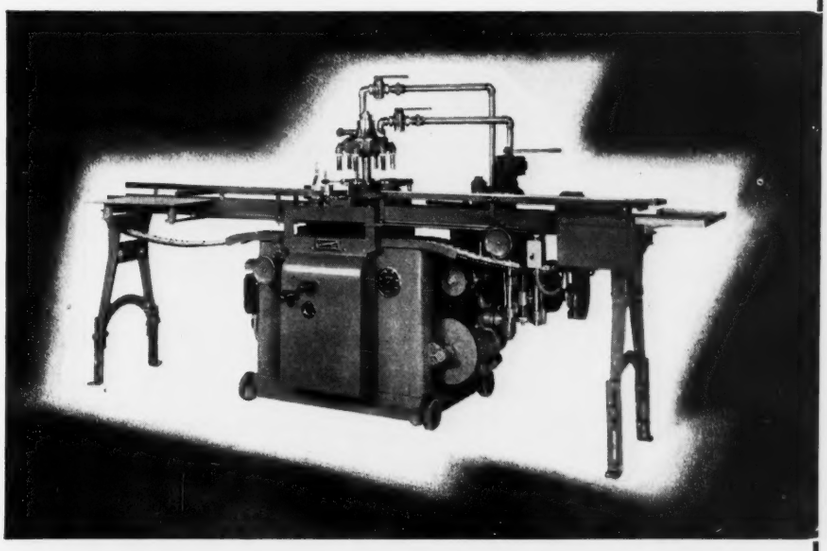
  - Merle Norman
  - Chas. H. Phillips Chemical Co.
- PAINT
  - O'Brien Varnish Co.



- *Instant regulation of filling volume*
- *Variable speed drive with handwheel control*
- *Speed indicator*
- *No jar—no spill device*
- *Automatic safety stops*
- *Built for lifetime service*
- *Four models*
- *Write for details*

These are just a few. You can take the recommendation of such outstanding concerns! Cut production costs, increase output, do a better job of packaging than ever possible before.

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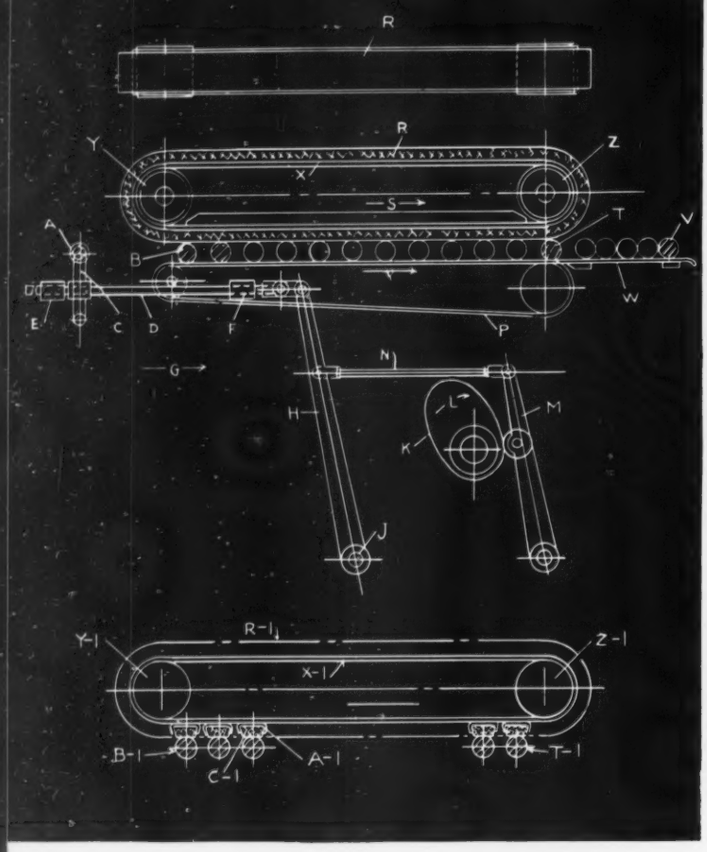

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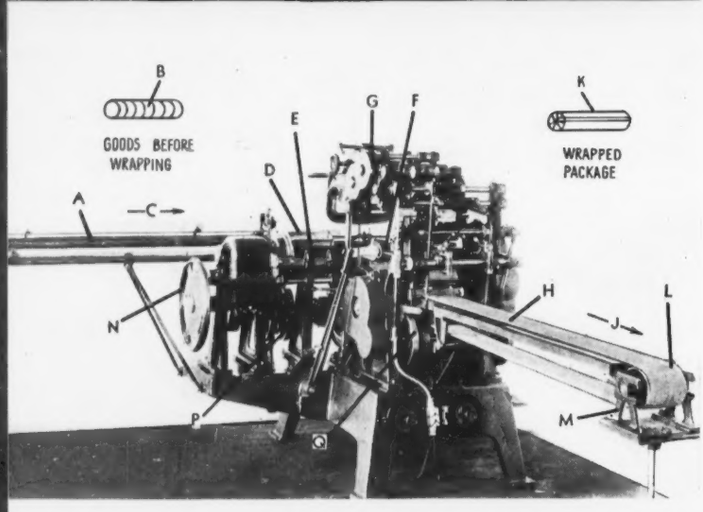

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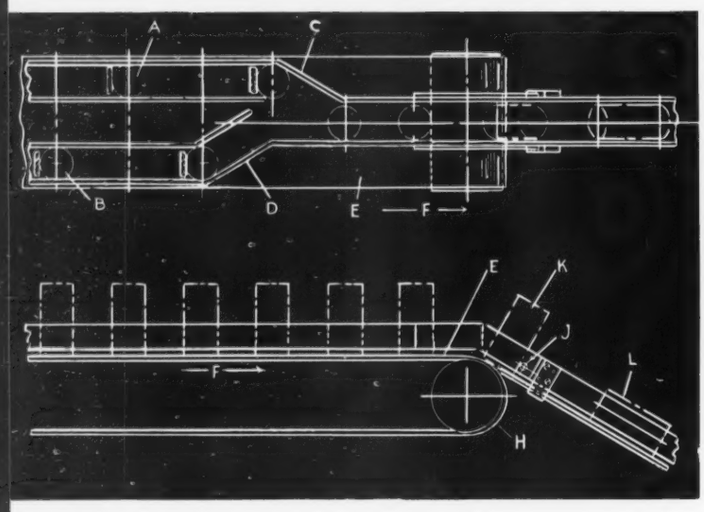

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arrow Q. Traveling at the same speed is a soft rubber cushion belt R, the lower side of which moves in the direction of the arrow S. The belt P and the cushion belt R are operated by a chain-and-sprocket mechanism so that they travel in unison. The soft cushion belt R provides a yielding surface into which the small packages B embed themselves. The packages are held seam-side up between the two belts so that the glued lap on the upper side of the package is held under pressure throughout the line of travel, from B to T, the packages eventually arriving at V on the discharge plate W. The inside of the cushion belt R is made of leather, and runs over two pulleys Y and Z. The soft cushion is glued to the leather.

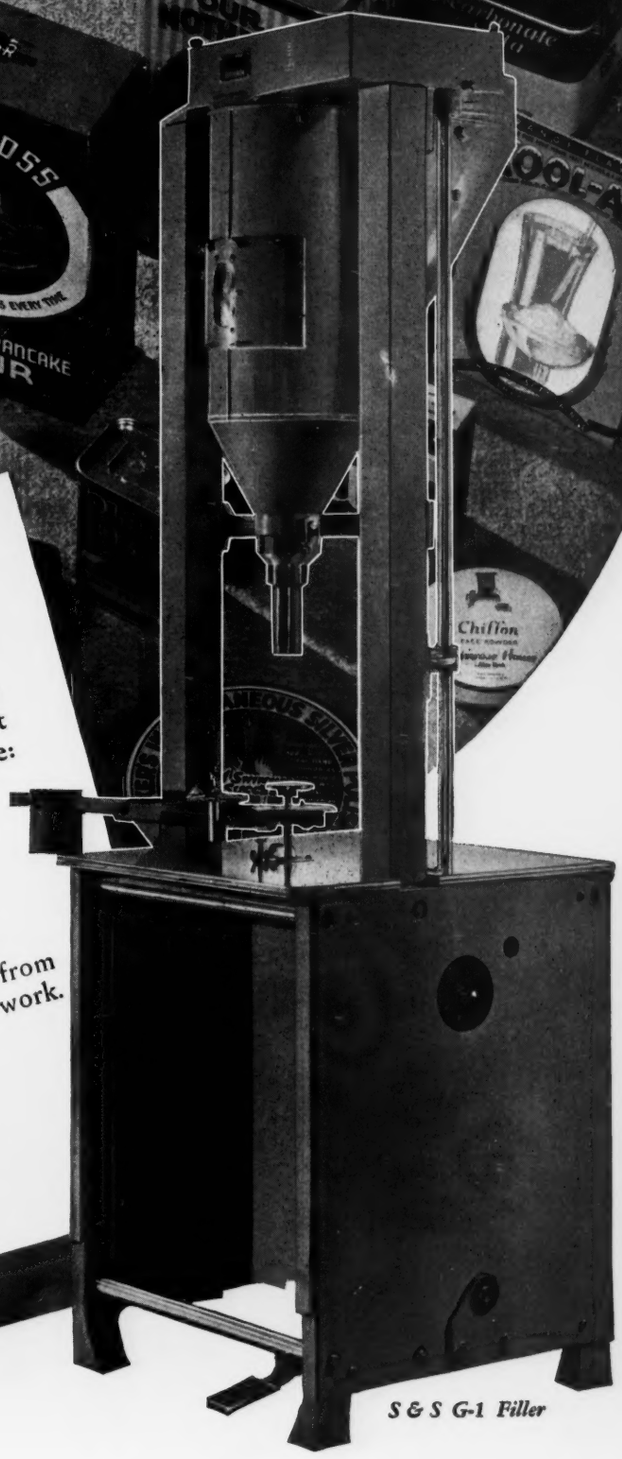
The lower view of Fig. 2 shows how this soft cushion belt is sometimes made. The packages are indicated at B-1 and T-1. Attached by rivets to the belt X-1 are sheet-metal tray-shaped retainers A-1 into which is clinched a series of rubber pads C-1, one for each package station throughout the entire belt length. This type of belt is easier to maintain and provides each package with its own particular pressure pad.

Packaging in Units

Fig. 3 is an example of a complete machine arrangement that assembles disk-shaped articles of the required number into a unit group preliminary to wrapping. The articles enter the machine along the vee-shape conveyor A, in appearance as at B, the direction of travel indicated at C. A pocket wheel at D receives the required number of articles to make one package. These are moved sidewise to E where a cross-feed mechanism slides them into a position F. From this position they are wrapped with a sheet of waxed paper, fed through the mechanism indicated at G, the sheet being cut off ahead of the package.

Mechanism within the machine wraps the wax paper around the goods, forms a longitudinal seam, and makes the end folds. After this, suitable heating-pads contact the package and make a wax seal at both ends and longitudinally. The packages are then deposited on to a discharge belt H traveling in the direction of arrow J. The finished packages have the appearance shown at K as they leave the machine. The outer end of the discharge belt passes over the pulley L which is mounted in a separate base M to the floor. This is of the pedestal type with an adjusting screw at each side of the pulley to maintain the proper tension of the discharge belt. Other features are the wheel N for turning the machine over by hand and two cam-shafts P and Q for controlling the operation of part of the mechanism within the machine only part of which shows in photograph.

Fig. 4 is a type of conveyor such as could be attached to the discharge end of a filling machine for delivering packages to the next machine. Two lines of packages in staggered positions are indicated at A and B. These are compelled to form a single line by means of suitable angular controls as shown at C and D, a belt E forming the moving medium for the packages as they travel in the direction of arrow F. As the packages pass over the pulley H, an interfering pin J causes package K to turn over and assume the position L.



S & S G-1 Filler

Auxiliary Conveyors

Fig. 5 presents two types of auxiliary conveyors. Conveyors of this sort are often necessary in getting work to the machine or in making up the distance between some preliminary operation and that of cartoning or wrapping. The upper conveyor has a wide traveling belt while the lower one is a type of inclined chute.

In the upper view, a floor stand is indicated at A. The upper side of the wide belt is shown at B, and the lower side indicated at C. The table D may be used for holding the container or goods. Tie rods E and F attach a supporting tray G from the machine proper (the location of which is indicated at H), to the stand A. Belt B runs over the tray and is driven from a pulley within the machine (to the left of conveyor) while its opposite end travels over the small pulley J.

In the lower view, the supporting stand is indicated at K. This carries three bottom rods L and two side rods M and N, which act as bottom supports and side guides for the goods to be packaged, it being evident that these articles are fairly long. As the goods come down the chute they run on to the combination of plates indicated at P from whence they travel in the direction of the arrow Q into the machine. Operating mechanism of the machine works through the openings indicated at R to perform the necessary packaging operations.

A Reverse Line Conveyor

Fig. 6 is a reverse line arrangement. It turns a cylindrical package through a half circle from an upper level to a conveying line at a lower level running in an opposite direction and directly underneath the upper level. The upper conveying line is shown at A, with the belt pulley just visible at B. The packages travel in the direction C and down the incline D, turning the loop at E and then traveling in the direction of the arrow F on to a conveyor that takes them to the packing line.

Various combinations of this and straight-line conveyors are made to suit factory layouts and production requirements based on working conditions.

Fig. 7 is a corner-turning arrangement. In this, two belts form the principal transferring medium. Belt A passes over belt B. The packages travel in the direction of the arrow C. There is a guide-plate at D that directs the packages around the corner at E and on to the belt B. By noting the packages at F and G it will be seen how the direction is changed. In the return travel of the belt A to the packaging machine it will be noted that the lower side passes over one and under another pulley at H. Completely closed packages are returned to the belt at X from another line through the tube J, so that the packages are returned near to the original starting point. Belt A, it will be observed, performs a double function, moving two sets of packages in opposite directions.

Fig. 8 presents an interesting device for turning paper cans from an upright to a horizontal or rolling position. The end support frame of the package conveyor is shown at A. The conveyor belt is indicated at B, traveling in the direction of the arrow C. As each paper can enters the package turner D, the bottom edge contacts the inner surface of cylinder E. When (*Continued on page 99*)

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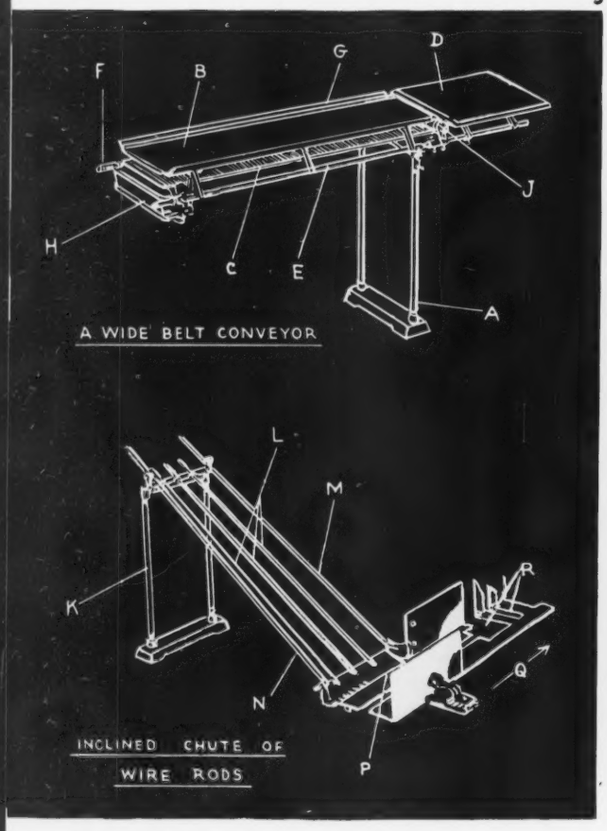

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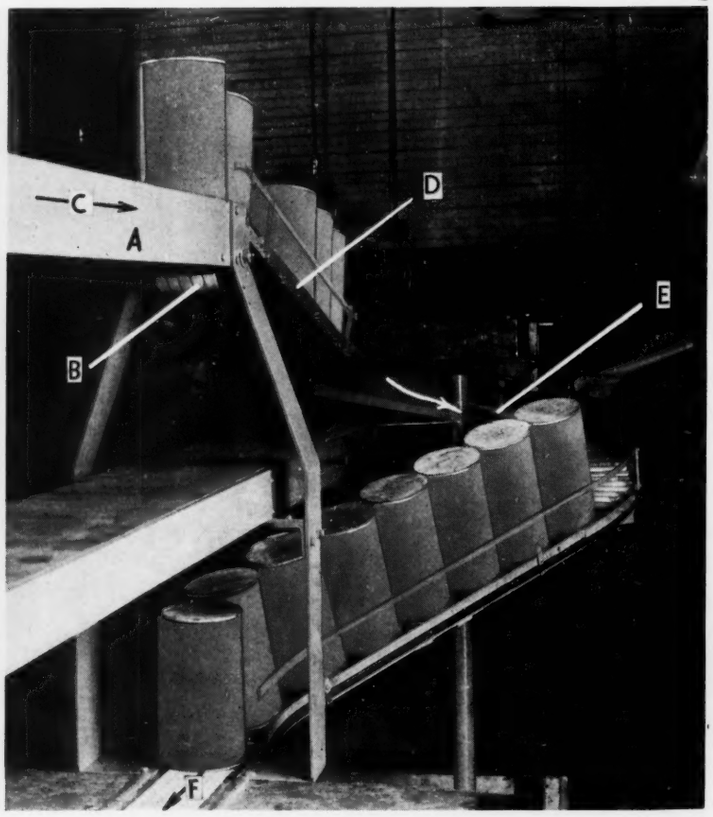
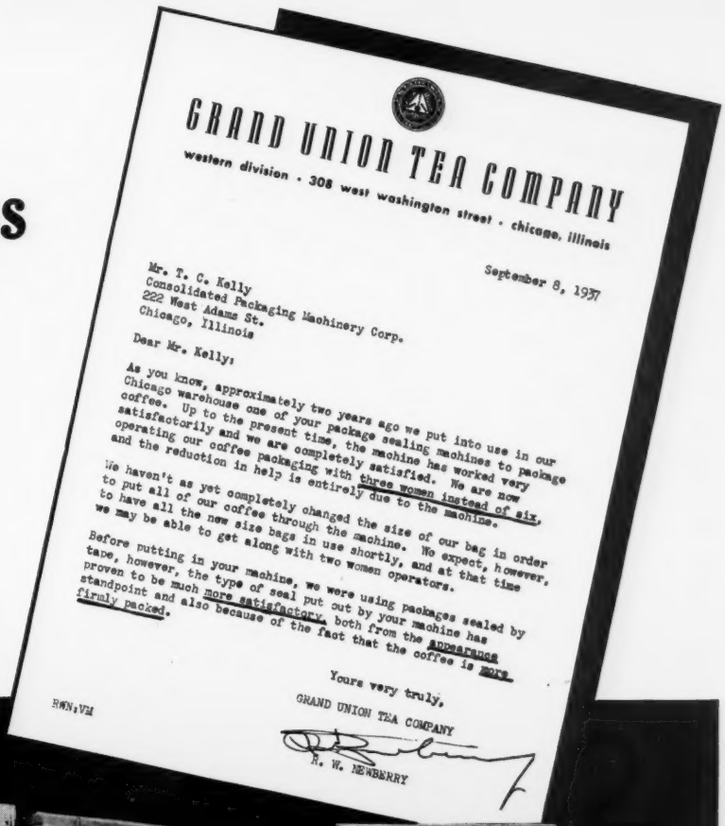


That he who runs may read...



GRAND UNION TEA COMPANY

western division · 308 west washington street · chicago, illinois

September 8, 1937

Mr. T. C. Kelly
Consolidated Packaging Machinery Corp.
222 West Adams St.
Chicago, Illinois

Dear Mr. Kelly:

As you know, approximately two years ago we put into use in our Chicago warehouse one of your package sealing machines to package coffee. Up to the present time, the machine has worked very satisfactorily and we are completely satisfied. We are now operating our coffee packaging with three women instead of six, and the reduction in help is entirely due to the machine.

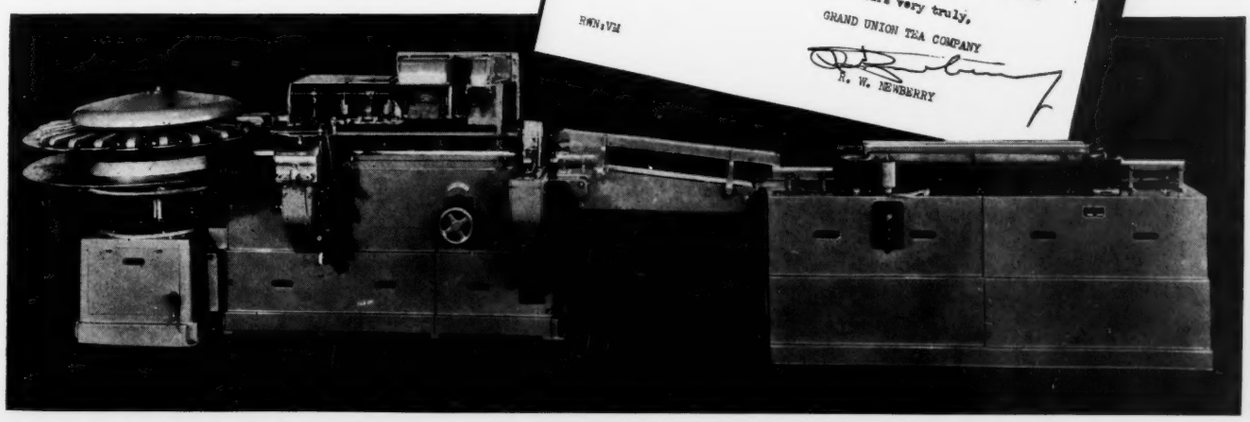
We haven't as yet completely changed the size of our bag in order to put all of our coffee through the machine. We expect, however, to have all the new size bags in use shortly, and at that time we may be able to get along with two women operators.

Before putting in your machine, we were using packages sealed by tape, however, the type of seal put out by your machine has proven to be much more satisfactory, both from the Appearance standpoint and also because of the fact that the coffee is more firmly packed.

Yours very truly,
GRAND UNION TEA COMPANY

R. W. NEWBERRY

RWN:VM



Our recently introduced "Sealtite" equipment is one of many important contributions to packaging efficiency. Like all others it's a case of improving a package and saving money while doing so.

"Sealtite" equipment is obtainable in semi-automatic and fully automatic types. Suitable for all retail bag sizes, it produces a nicely squared, compactly settled package of immensely improved appearance at about half the cost of the ordinary bag package. Write for particulars.

CONSOLIDATED PACKAGING MACHINERY CORP.

1400 WEST AVENUE, BUFFALO, N. Y.

1. Proper air conditions prevail by means of this installation in Schrafft's Boston plant.

PICKING PROFITS OUT OF THE AIR

By R. T. WILLIAMS*

HYGROSCOPIC IS NOT A BAD WORD. PAPER men know what it means without looking it up. Even some printers know, believe it or not. To those who think they know, but don't, it means "expanding or shrinking according to the amount of moisture." With that off my chest, I'll proceed.

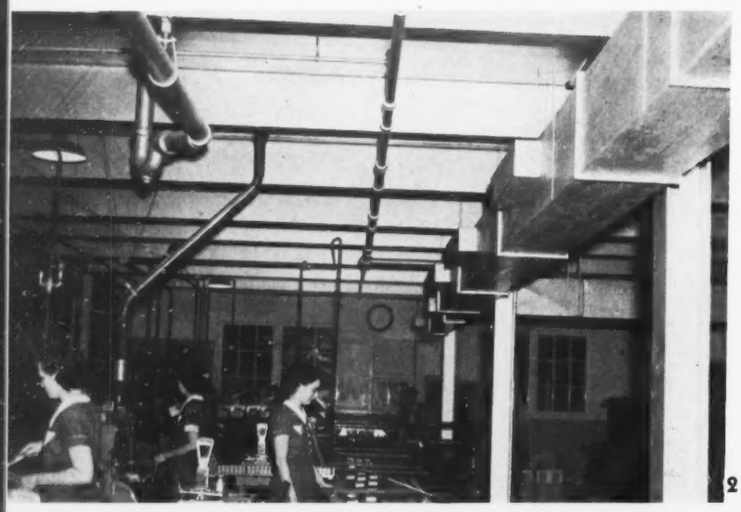
Packaging employs hygroscopic materials; namely, paper of all descriptions for packings, wrappings, containers, labels, stickers, trade-marks and decalcomania. Summer heat and humidity have devastating effects on the production of packaging materials. So do winter cold and dryness, as well as dust or dirt in the air. These conditions cause curling (too moist air), cracking (too dry air), spots (unclean air) and other undesirable results that upset the production apple-cart. Dollars invested in designing and styling attractive packages may go for naught if production is not protected against the ravages of weather variations (and what is more changeable, unless perhaps a woman's opinion?).

* Carrier Corporation, Syracuse, N. Y.

Today's consumer is willing to pay a premium for the assurance of protected quality and absolute cleanliness afforded by modern packaging. Attractiveness, ease of handling, sanitation, and protection against deterioration are other practical reasons for good packaging, from the consumer's angle. Moreover, distinctive packaging permits identification of items which cannot be readily labeled, and often enhances the appearance of the product. From the sales angle, it is an undeniable stimulant to the sales force and accounts for countless examples of successful marketing.

Paper Moisture Important

Some find it difficult to understand why an inanimate material like paper, which is so vital to packaging, requires rigid regulation of moisture content. Remember the flowers you gave your wife on her anniversary, or those you sent your sick friend, and how they withered and died? When their natural means of acquiring water were severed, artificial means were resorted to,



2. Making sure of the right kind of air in the packing room of the Knox Gelatin Co.
3. In the packaging department of the Postum Cereal Co.

but somebody slipped up in this task and the beautiful cheerer-uppers became ugly, shriveled and undesirable. For exactly the same reason, paper needs artificial means to preserve its moisture content. It is just as moisture-sensitive as flowers. Too much moisture will make it curl and stick to objects with which it comes in contact, complicating many of the processes through which it goes. As a result of absorbing moisture, paper expands. On the other hand, if the atmosphere is drier than the paper, the latter will release moisture, and contract. These variations in size raise havoc with packaging production, because they result in distorted impressions on paper, and ruin the intended effect.

All of which leads up to the subject of "picking profits out of the air," otherwise known as "air conditioning," a science founded and perfected by Willis H. Carrier.

Let's go back to the subject of quality products again. After all, Mr. and Mrs. John Q. Public buy what they think is good. Smart packages catch their eye, then prove that they contain quality goods, because, "birds of a feather flock together." And there you have what builds big business—consumer acceptance.

Manufacturers of materials used in packaging believe in air conditioning. Let's see who some of them are and why they believe in it. Doubtless, a few of them are people with whom you do business year after year.

Why Air Conditioning?

In the cellophane room of the Arvey Corporation of Chicago, an unassuming automatically operated air-conditioning system permits uninterrupted, highly efficient production regardless of weather outside. The Chicago Carton Company and the Frederick Post Company, of Chicago, enjoy the pleasant experience of better, faster production of cartons and wax paper, both of which are universally adapted to packaging, with cooling for the paraffining process. In the case of the former company controlled air is considered of such importance that the system is even applied to its railroad siding, assuring uniform temperature and moisture throughout the carton-manufacturing process.

Successful package manufacturing requires air-conditioned letter-perfect circulation for the production of all of its parts. Oiled paper, for example, needs special drying conditions to insure even distribution of the protective oil coating. One of the many successful installations of this application is at the Crown Willamette Paper Company, Camas, Wash.

Many products are quality-protected by paper bags of various sorts. Some are of cellophane, as made by the Continental Bag and the Oneida Paper companies, both of Brooklyn, N. Y. In these two plants controlled air affords maximum efficiency by providing the necessary moisture and temperature.

Paper boxes present a unique problem in air conditioning. Gluing is used to fasten the bottom or top and sides together. This operation necessitates rigid regulation and uniform atmospheric conditions. Should the air be too moist, warping results, which naturally spoils the box construction. If the air is too dry, the glue does not have a chance to take hold, and the box falls apart. Bloomer Brothers, of Newark, N. Y., installed air conditioning to insure correct atmospheric conditions.

Christmas, Hallowe'en and other gay occasions would be minus much of their cheerful atmosphere were it not for picturesque wrapping papers, seals, and decorations and the color printing used in producing them.

Grief with a capital G may descend upon the head of the printer who overlooks air conditioning in color printing, so necessary in making colorful holiday novelties, decorative containers, labels, stickers and trade-marks. Multi-color printing involves successive impressions, sometimes totaling as many as 40, which must be in register. Between the first and last impression there may be a lapse of several weeks. Unless the stock on which the colors are printed is kept under controlled air conditions, moisture will change the size of the stock so that good register is practically impossible. Improper register, curled paper, melted roll-

ers, dusty air and jamming of apparatus by sticky paper, all have been successfully eliminated in the plant of The American Lithographing Company, Buffalo, N. Y. Many other plants have also installed it.

Color printing is an essential factor in today's successful marketing, for, contrary to the adage, many products are judged by their covers. Many items have reached undreamed-of sales heights when introduced in multi-colored packaging. Multi-color pressrooms are warmed and humidified in winter, cooled and dehumidified in summer and kept free of dust and dirt the year-round by automatic air conditioning.

Mechanical guides, as human as fingers, co-act with the edges of the paper to assure placing for successive impressions. Though they may function properly with respect to the edges of the paper, the position of the printed area or design within the edges of the paper will vary to a considerable extent as the sheet, which is extremely hygroscopic, stretches or shrinks due to changes in its own moisture content. If a sheet is registered while dry, and, before it can be run through succeeding color impressions, absorbs pressroom moisture, it will expand, and go through out of register. The stock, consequently, would be wasted. Expansion (on warm, humid days) or contraction (on cold, dry days) in large sheets may be a half-inch or more. On the other hand, perfect register requires accuracy within less than $^1/_{200}$ in. Air conditioning insures perfect register by preserving the uniform moisture content of the paper; thus, its size remains the same throughout the various color impressions.

Labels, stickers and trade-marks, oftentimes employing six to a dozen colors and applied in many ways aside from packaging, are produced without waste of materials or loss of time in the air-conditioned plants of the International Card & Label Company, Rogersville, Tenn., and the Kalamazoo (Mich.) Label Company.

In the use of decalcomania for printing packages, the Meyercord Company of Chicago, Ill., frequently runs into twenty-odd impressions in color printing. The drying and storage rooms of this plant are air conditioned for production throughout the year.

R. R. Donnelly (Chicago), Condé Nast, Edward Stern and other well-known printers, whose plants use modern air conditioning, are unanimous in their approval of the system.

4. Controlling air conditions in the Bromo Seltzer packing department of the Emerson Drug Co.
5. Dehumidifying apparatus in chewing gum department of Beech-Nut Packing Co.

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5

Other Firms That Air Condition

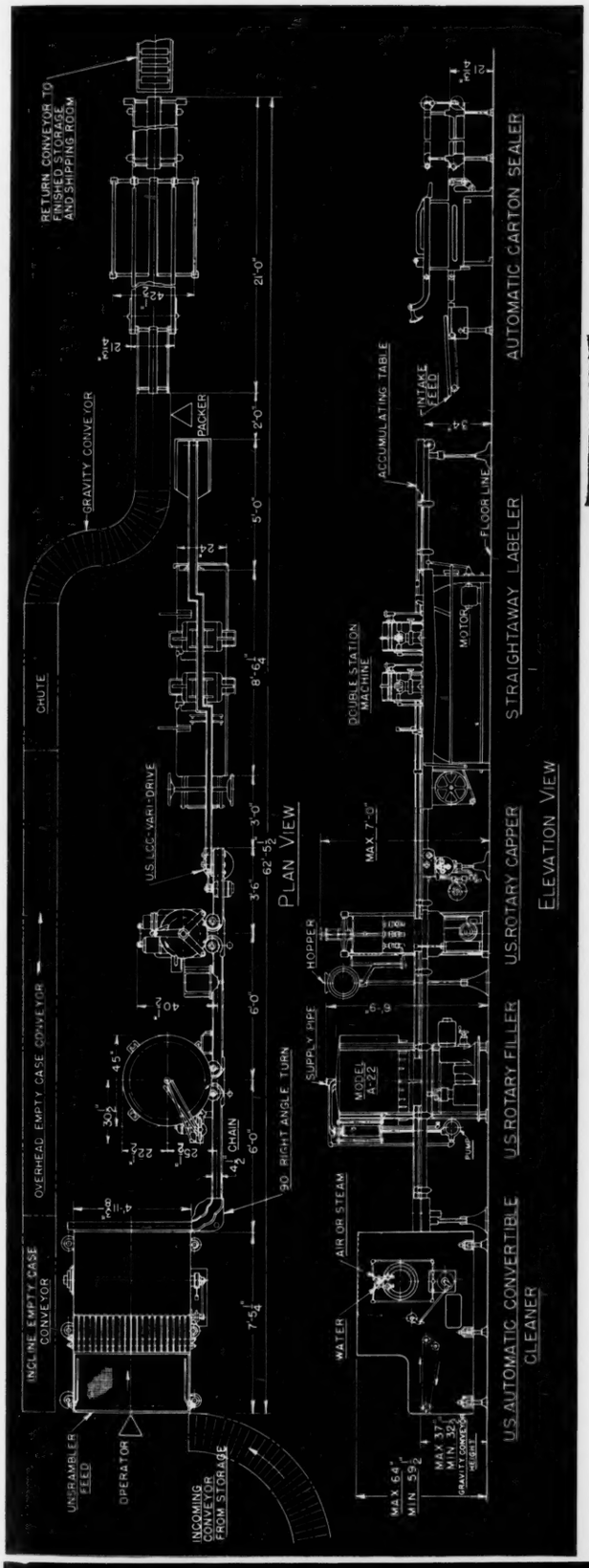
Lacquered papers, those exquisite creations that beautify packaging and lift many ordinary containers into the distinguished class, come into being under conditions that are extremely complicated. In the plant of the Riegel Paper Corporation, of Milford, N. J., the making of Crystallon paper is a work of art. Its attractiveness and beauty are controlled by regulating the air surrounding the crystallization process by which myriads of snowflake patterns are produced.

The Alberto Morales Company, of Monterrey, Mexico, was confronted with a drying problem in cardboard processing, which air conditioning solved for it, thus hurdling an obstacle in the path of Mexican packaging.

Manufacturers of plastics, such as Plastacele, Duranol, Pyralin and other trade-names for cellulose material, owe a vote of thanks to air-conditioning engineers.

In many phases of business and personal life, air conditioning has played an increasingly intimate and vital part during the past 35 years. Many manufacturers not only use air-conditioned-processed packaging materials but have adopted it for quality protection in the manufacture of their own products. Among them are Swift & Company, in the Sani-Seal packaging of meat; Wrigley, for the air-tight packaging of gum and chiclets, the production of which has proved to be $33^1/_3$ per cent more efficient with air conditioning; Whitman, for processing the extremely perishable ingredients used in candy-making; Eli Lilly, in the manufacture of medicines; Post, where the crisp freshness of cereals is preserved by air conditioning; General and Bayuk Cigar companies, whose tobaccos reach consumers plantation-fresh; and many others.

Modern packaging is more than a lure to shoppers. It is a guarantee of quality, an able associate of which is air conditioning.



Plan and elevation view of a typical U. S. fully automatic line.

When You Step-Up YOUR BOTTLING OPERATIONS -

you are stepping up your profits!

•

Let U. S. Engineers show you how they have accomplished this for outstanding producers of bottled products, with modern, fully automatic lines, handling every phase of bottling operations from container cleaning to conveying sealed cases to shipping room or storage.

A competent Engineering Staff with many years of experience in the manufacture and proper installation of bottling machinery, has made available to you a service that can save costly experiments, delayed production and missed profits.

Whatever your needs in bottling operations, let U. S. Engineers offer you a simple, efficient, economical production solution.

•

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U. S. BOTTLERS MACHINERY CO.

4030 North Rockwell Street — Offices in all principal cities — Chicago, Illinois

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY METHODS AND SUPPLIES

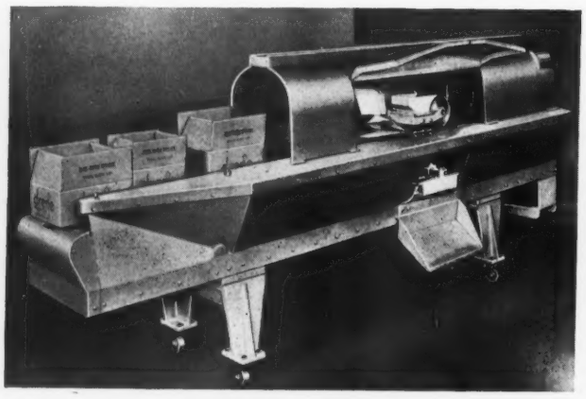
Tin Paste, a New Adhesive

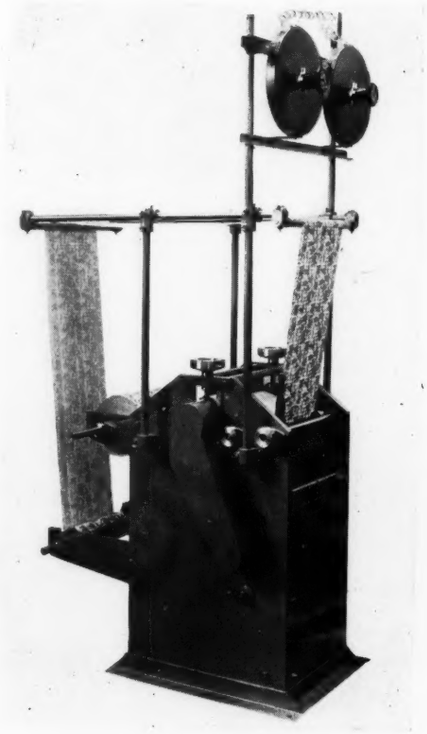
Dewey and Almy Chemical Co. has developed a new adhesive which has been given the name "Tin Paste." It is claimed to be an effective material for attaching spot labels permanently to tin, oily plate, varnished, or lacquered surfaces. It is suitable for hand or automatic machine labeling, and can be applied on glass or porcelain surfaces and paraffined boxes, and will hold varnished labels on textiles. Neither will it crystallize nor snap off in cold or dry atmospheres, says the company. It is applied with a brush and dries in about twelve hours. It doesn't stain, nor have a disagreeable odor, and is removed by ordinary means.

New Type Container Sealing Machine

A new type of case sealing machine has recently been developed by the J. L. Ferguson Co. for Procter and Gamble. This new machine, the company says, will glue and fold different size cases in any order (within a limited range) without any adjustments being necessary. The sealer automatically receives the cases, opens the outer flaps both top and bottom, applies adhesive, folds the flaps, and discharges the cases in a folded position ready for a compression unit. The gluing mechanism can be furnished to give an all-over spread of glue, skip glue, or strip glue for easy opening. The machine is a top and bottom gluer only, of limited range, the variation being 3 to 5 in. in width and 2 in. in height.

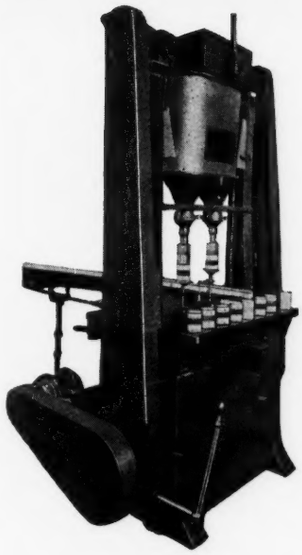
A machine of this type, the company states, is usable only by concerns whose shipping cases are of small variation. It replaces hand methods where other types of container sealers were impractical because of the necessity of adjusting the machine for each size of case.





A Machine for Dry Finishing

A machine for coating dry finished paper is being placed on the market by Bert C. Miller, Inc. It is designed to coat paper which will be resistant to moisture-vapor penetration. The manufacturer claims it to be inexpensive in construction and simple of operation. The paper to be treated unwinds from one roller, goes through the machine for immersion, and is re-wound on another roller. The advantages claimed are as follows: (1) All of the coating is directly deposited on the paper, so that there is no loss of solvents or shrinkage of material. (2) As the coating remains on the surface, there is no penetration or loss of material into the paper base. (3) The equipment for manufacture is inexpensive, simple, and fast of operation, the coating being solidified solely by chilling. (4) The base paper is only the carrier for the plastic, therefore expensive or finer base stocks are not necessary. Almost any stock with a fairly smooth surface, and with proper strength for the purpose, is satisfactory. (5) The material costs vary with the desired characteristics of the finished product so that it is conceivable to adjust material and paper to meet almost any price requirement.



NATIONAL MODEL M H BOND GROSS WEIGHER

Speed: 10 to 50 per minute. Semi-automatic.

Operator: One. Adjustable for packages 8 inches square or round and up to 14 inches high.

NOTE ***We believe this to be the most economical weigher and filler available today. Let us check our facts against your production requirements. Send us samples and information regarding the materials you wish to pack and we will calculate the operating costs—for your product—on this machine. You will be surprised to find how much lower they will be than your present operating cost figures.***

DOUBLE SPEEDS DOUBLE ECONOMIES

With This Twin BOND Weigher and Filler

Ideal for the speedy and economical packaging of cosmetics, food products, and similar merchandise is this Model M H Twin Semi-Automatic Bond Filling and Weighing Machine.

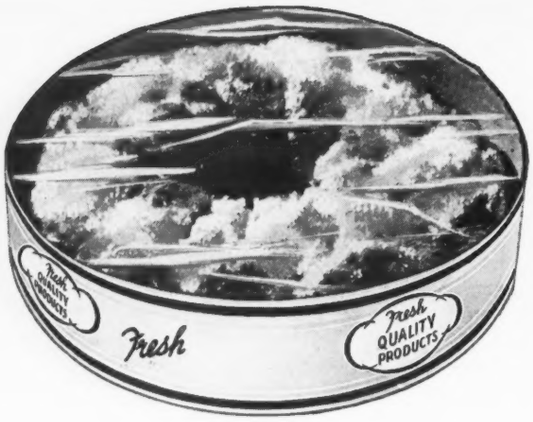
Used for either free-flowing or sticky material, requiring auger feeding, this machine can handle cans, canisters, bags, bottles and powder pouches, having small or large openings. It permits of the operator handling two packages simultaneously. It may be used as a gross weigher, as a volumetric weigher (measuring the material by the volume of the container) or as a packer-weigher (where the material is to be packed from the bottom of the container). It can handle practically any kind of material in any quantity of from 1 oz. to 10 lbs.!

It permits of decided economies in plant layout. Conveyors may be arranged so that both run from one side or from opposing sides of the machine, as desired.

Like all United States Automatic Box Company machines the Model M H embodies every modern improvement which sound engineering practice can devise. In speed, in quality of work, in accuracy—it provides the utmost that may be desired. In original cost and the cost of operation it provides economies heretofore thought impossible.

For further information about the Model M H and other U. S. filling and weighing machines—including production cost estimates for your own product—write to the

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.
OWNING AND OPERATING
NATIONAL PACKAGING MACHINERY CO.
459 Watertown Street, Newtonville, Mass.
Branch Offices
NEW YORK · CLEVELAND · CHICAGO · LOS ANGELES · LONDON, ENGLAND

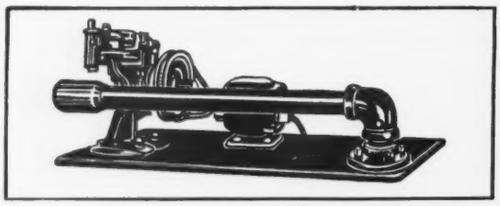


Visible Package for Baked Goods

A new patented container for round baked goods, such as layer cakes, coffee rings, crumb cakes, and the like, is being put out by The Sho-Windo Co. It consists of heavy cardboard bottom, a collar printed in colors, a transparent cellulose top which can be plain or printed. It is made in any diameter or size of collar. When the cake or other article is placed within the package, the manufacturer advises, it does not come in contact with the cellophane top, which avoids marring the top of the merchandise. The collar is strong enough to permit stacking, and provides space for a suitable advertising message.

Stapling Machine Has Varied Uses

Acme Staplecraft machines, made by the Acme Staple Co., are designed to fit into the production department of any business, says the company. They are always new because they are continually solving new problems of assembling and fastening. These machines are claimed to be especially built for a particular job, and are made either for hand or foot power, or with motorized equipment. Production men with problems of assembling or fastening involving tedious, laborious work using rivets, tacks, glue, sewing or hooks, would do well to investigate this machine, the company's announcement reads. It throws wire staples of all sizes and shapes, long leg, short leg, wide or narrow, round, square, or humped top, handling many grades and thicknesses of wire.



Puffer Tins for Talcum

Putting up talcum powder in puffer tins for consumer use is new enough to be revolutionary. The idea comes from England. The Metal Box Co., Ltd., is bringing out a new talcum powder container for men under the name "Widespray," which name suggests one of the advantages of the container. The tin is described as a "controlled flow puffer tin." Underneath the screw cap, it is explained, is a floating valve which distributes the powder evenly over a wide area. The user holds the tin in one hand, presses its sides and directs the powder on to his other hand. No shaking of the tin is necessary.

One trouble with the oval tin generally used by talcum powder manufacturers, says The Metal Box Co., is that the tin has to be shaken and the powder comes out in too large a quantity and goes everywhere. "We made the perfectly obvious deduction," writes the company, "that if one can shake the powder without shaking the tin the problem would be solved. Puffer tins (used in America for flea powders, etc.) have always been flat round cans. This shape is poor because it has no display value. So we designed a puffer tin which will stand up on its end and make a really good show, as the illustration makes clear.

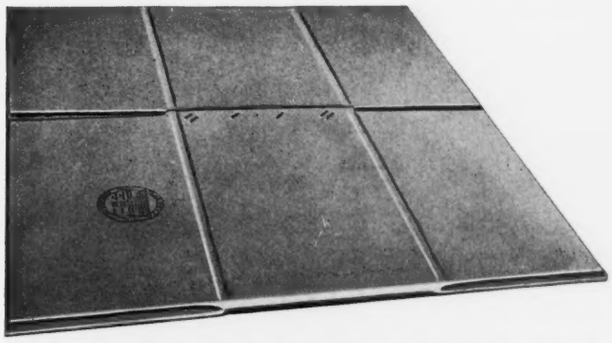
"Talcum powders are so fine that the puff of the puffer tin squirts the powder out, not in a fine spray, but like a stream of water, as it were, and this was not so good. Therefore, we devised a simple sliding valve which does two things, namely, (1) it breaks up the stream of powder into what is virtually an atomized spray, and (2) it limits the amount of powder which can be ejected at each puff, which has been co-related with the volume considered necessary."

The company feels the "Widespray" has a particular masculine appeal, it is explained, and for that reason it is being introduced "for men." The shape of the tin lends itself to effective design and display and affords the talcum packager a new argument in capturing a substantial corner of the after-shaving market.

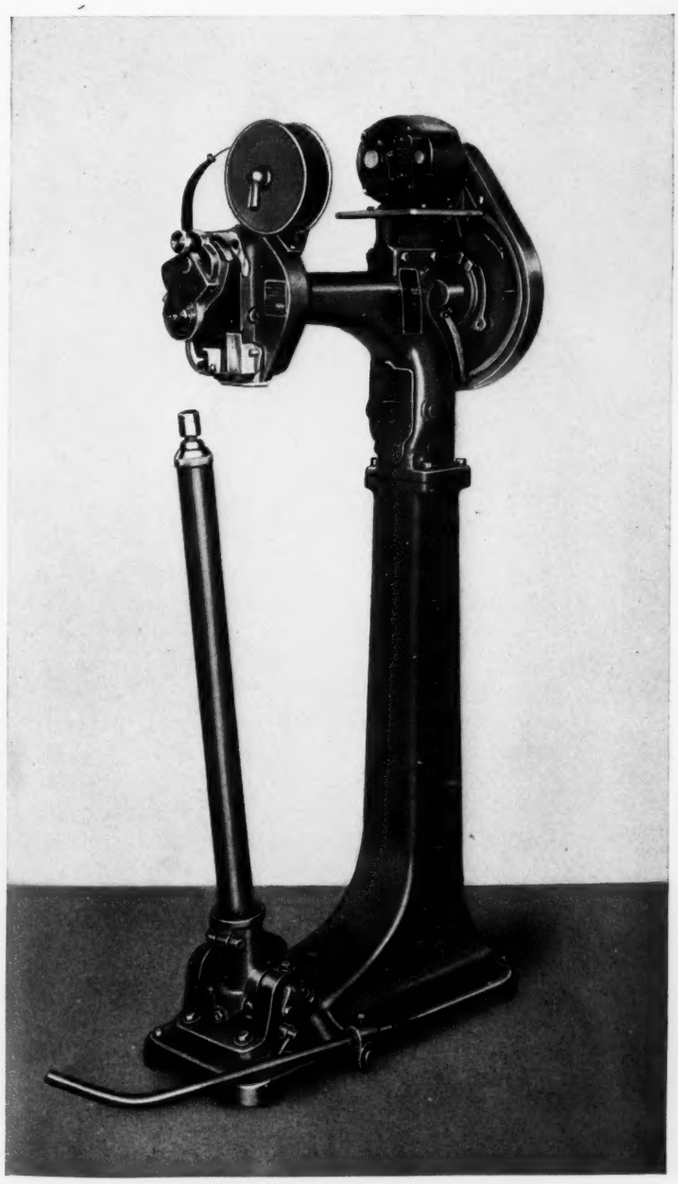
Wire Stitched Shipping Containers

Protect Your Products When Out of Your Control

REGULAR Slotted Containers with the bottoms wire stitched are stronger and more rigid than when sealed with glue or tape. Especially when canned goods, bottled goods and similar products are packed and placed in storage, wire stitching is more secure and dependable because it is not affected by either moisture or heat. When fastened by wire stitching the containers remain fastened. Labor cost of bottom stitching is less than that of hand gluing or taping, for the reason that one person can stitch a great many more containers per hour on the Bliss Bottom Stitcher. The cost of wire stitches is nominal—only four to five cents per 1000 stitches.



Regular slotted containers with manufacturer's seam stitched are delivered flat to you by the mill, ready for setting up and bottom stitching as needed. The saving in freight and storage space effects an additional saving in favor of corrugated or solid fibre containers.



Bliss Bottom Stitcher with post forward.

As the stitches are driven from the outside and clinched on the inside, the container presents a smooth, attractive outer surface. Wire stitched containers comply with all requirements of Rule 41 of the Consolidated Freight Classification.

The Bliss Heavy Duty Bottom Stitcher

Is the sturdiest machine built for stitching all grades of corrugated and solid fibre containers. It will withstand many years of continuous use.

Operates at speeds up to 300 or more stitches per minute and handles all the usual sizes of shipping containers. No adjustments are required for any size container within its range. Production varies from four to eight cases per minute.

Our new literature gives complete description of the Bliss Heavy Duty Bottom Stitcher. Ask for it.

Dexter Folder Company

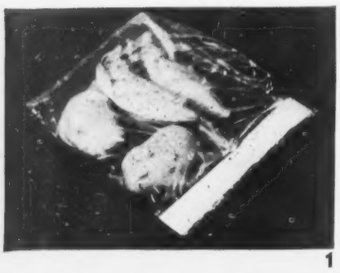
28 West 23rd Street New York, N. Y.

BOSTON, 185 Summer St. PHILADELPHIA, 5th and Chestnut Sts.
CHICAGO, 117 W. Harrison St. CINCINNATI, 3441 St. Johns Place
SAN FRANCISCO—LOS ANGELES—SEATTLE—Harry W. Brintnall Co.

New Heat-Sealing Paper

A new adhesive material of wide usefulness in manual as well as machine wrapping, boxing, and labeling, has been put on the market by Seal, Inc., a company recently formed for the purpose of manufacturing and selling it. The material is called Thermium. It was developed, the company states, in one of the big paper-mill laboratories in Wisconsin, and will be sold not as an adhesive but as a heat-sealing paper for use on boxboard, cloth, cellophane, and cellulose acetate. In other words, the announcement says, that each of the materials named, in sheet form coated with Thermium, is the product of the company. Quoting further from the announcement: "Anyone using bags, labels, window boxes, mailing boxes, tipped bands or printed straps, cellulose tape, foil or wax wrappings, will be interested in this new material. Labels made of Thermium are not sticky, do not have to be moistened, feel like ordinary bond paper, and adhere instantly and tightly to plain cellulose bags, foil bags and even waxed bags when pressed momentarily against them by an electrical applicator. Plain cellophane or cellulose acetate windows can be put in box-blank openings by means of a small electric flatiron. Labels can be attached to bottles by means of a small felt-covered hot plate. Fold-over bags of cellophane can be sealed with an air-tight seal with a strip of manila Thermium-coated stock. Thermium is tasteless, odorless, colorless, waterproof, non-toxic, and does not crystallize after being applied. It remains permanently flexible. Illustrations of the application of Thermium to various types of products and packages are appended" (in adjoining column).

The company has prepared a booklet describing the uses and characteristics of Thermium which, it states, will be sent to any concern interested, together with samples of some of the materials and complete directions as to their application to products of various kinds.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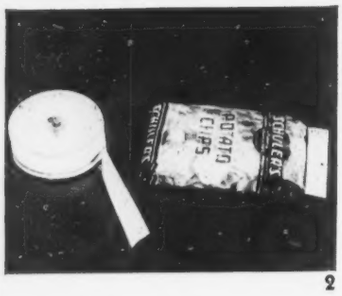
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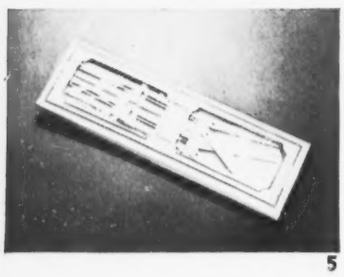
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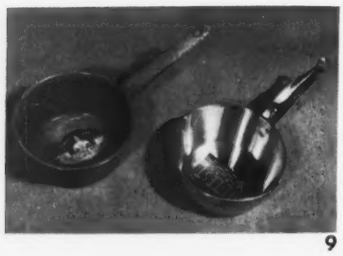
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11

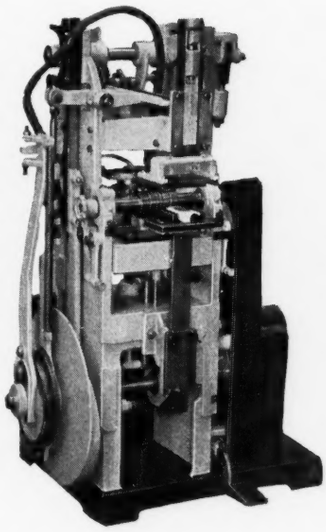
Some of the specific applications of Thermium, a new heat-sealing material in sheet, label, or tape form. **1.** Used for sealing plain transparent cellulose bags. **2.** For sealing plain (printed) transparent cellulose bags. **3.** For sealing metal foil bags. **4.** For sealing waxed paper bags. **5.** Utilized in forming a window carton —transparent cellulose applied (heat sealed) to boxboard. **6.** A not uncommon fault—failure of a label to adhere properly—is corrected (in No. **7**) by means of heat sealing with Thermium. **8.** Heat sealed cake bands—applied to transparent wraps—do not slip off. **9.** Labels applied to enamelware and aluminumware. **10.** Utilized as an individual wrapper for celery. **11.** Method of applying heat-sealing labels.

Flexible Coupling of Rubber or Neoprene

Henry Engineering Co. has developed a unique flexible coupling especially applicable for connecting cooperating parts of a machine which do not employ considerable horsepower. This coupling is made in the form of a cylinder, of rubber or neoprene, du Pont's chloroprene

Labeling Nightmares VANISH

when handled on the **Pony Labelrite**



Any shaped bottle that can be labeled by hand, can be labeled on the Pony Labelrite—better, faster, and at *real* savings in labor costs. You wouldn't want three wider examples of labeling nightmares than those above, nightmares that vanished when a Pony Labelrite was used.

- **PERFECT REGISTER**
- **NO WIPING OF BOTTLES**
- **PETTY CASH CHANGE PARTS**

And the same machine effects remarkable savings in labeling your regular shapes and sizes, too! Fifty, and more per minute, *ready to pack without waiting to dry or wipe* is normal speed for the average attendant. Fully automatic units if desired.

Send for Catalog Giving Complete Details

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L. H. BUTCHER CO.
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CANADA
R. S. GOLD
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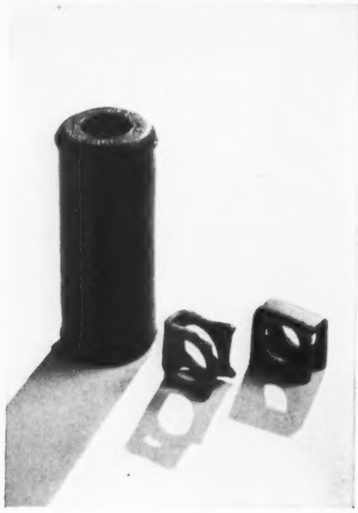
Flexible coupling for application to connecting parts actuated by low horse power.



rubber. In either end of the cylinder are openings for the shafts of the motor and pump, or other unit. These openings are of circular shape with one side flattened and are designed to fit varying sized shafts of the same general cross-section. With this arrangement, it is possible merely to insert the shafts in the openings and still secure a drive as the cooperating flat sides do not require set screws, keys, or attachments of any kind.

Inasmuch as there may be a tendency for the hard shaft to abrade the resilient material of the cylinder to such an extent that the driving means would be lost, wear-resisting inserts are molded into the cylinder to take this driving force. These inserts, shown in the accompanying illustration, are generally U-shaped in cross-section. The opening in the insert is circular with one side flattened to fit the shaft. Because these inserts are molded into position and a very good adhesion obtained between the metal and the resilient material, a good bond is insured. However, corners of the inserts are crimped to give an even better bond between them and the rubber or neoprene.

The patented coupling is available in lengths from $1^1/_4$ inches to $4^1/_2$ inches and pin sizes from $^1/_4$ inch to $^3/_4$ inch. Other diameters range from 1 to $1^1/_2$ inches, as may be required.

Hoppering Dry Materials

Information of much interest to the plant superintendent concerned with the hoppering of free flowing, semi-free flowing, and non-free flowing materials, is contained in two recent issues of "Practical Packaging," house organ of the Triangle Package Machinery Co., under the heading, "Hoppering Dry Materials." The article with illustrations follows:

"Proper hoppering of dry materials is understood by very few. Even we who are in the package machinery business where problems have to be solved daily, sometimes run into a 'tough one' and must draw on our years of experience to solve it.

"Each packer's problem is somewhat different, partly because of materials and partly because of plant conditions. Powdered materials may look alike but it is surprising to note the vast differences that may exist. For example: Pulverized sugar and wheat flour look alike, yet different types of package machines and supply hoppers are required for each.

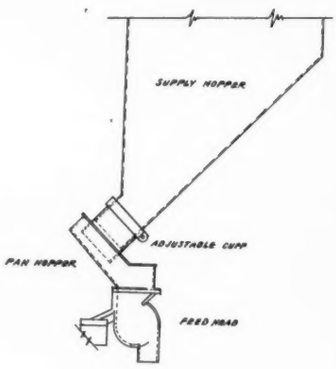
"Plant conditions are not always favorable for the installation of the best type of hoppers. Some manufacturers hopper on a 'one-floor plan.' For large production, this arrangement is not as satisfactory as a 'two-floor plan.' By the latter arrangement, larger quantities of materials can be stored and larger hoppers used. No matter how efficient a package machine may be it can never operate at its peak if the supply hopper is improperly designed for the material being packaged. Therefore, it is wise to consult the packaging equipment manufacturer *before* the supply hopper is constructed. Unnecessary and expensive alterations are in most cases avoided by this procedure.

"Materials generally come under three classifications, free flowing, semi-free flowing, non-free flowing.

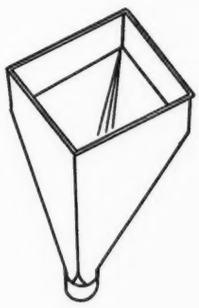
"Free flowing products are usually handled on gravity weighers or volumetric filling machines. Any style of storage hopper is satisfactory as long as head pressure of the material in the hopper is not directly over the feed opening of the filling machine. The illustration shows an efficient method to avoid head pressure. This is known as 'pan hoppering.' It eliminates inaccuracies in weights because of variation of material head pressure.

"Semi-free flowing products usually require power feed filling units. Proper hoppering for products coming under this classification is rather flexible. The usual formula for supply hopper design is to have two sides vertical, as illustrated. Be sure, however, that the opening is directly below the two vertical sides and that these sides are at right angles to each other. The two other sides slope about 55 to 60 deg. from horizontal. This is a good angle for semi-free flowing materials.

"By this hopper design bridging of materials is practically eliminated as a product cannot cling to the vertical walls. The movement of the product from these vertical walls creates the necessary motion to keep the supply moving. The opening at the bottom of the hopper, of course, must be fairly large, not less than



Pan Hoppering.



Direct Hoppering.

eight inches in diameter for a hopper of a capacity of five hundred pounds. A word of caution: Be sure that your product is "semi-free flowing" and does not come under the classification of "non-free flowing."

"Don't make your supply hopper without first consulting the package machinery manufacturer.

"Don't use a 'one-floor' plan if it is possible to adopt a 'two-floor' plan.

"Don't make your supply hopper with sharp corners, especially for powdered materials. Use round corners wherever possible.

"As a guide, the following list of products should be helpful in determining proper style of hoppers for your products:

"Free flowing: Rice, gravel, steel-cut coffee, bird seed, hard corn meal, barley.

"Semi-free flowing: Fine-ground coffee, sal soda, dessert powders, soap powders, soft corn meal, fertilizer.

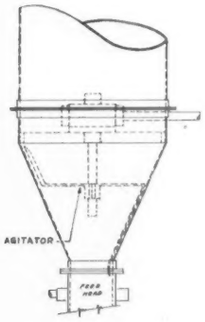
Non-Free Flowing Products

"Such materials are usually fine powders that require power feed filling machines. In practically all cases, the combination of agitators with power feeders is essential for proper filling. Finding the correct hopper design for such products usually proves to be a headache for most plant superintendents.

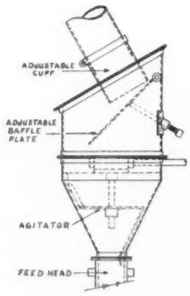
"There are three common styles of hoppering for powdered products: Direct head pressure; indirect head pressure, and stoker feeding, where a vast storage supply of material is to be handled in a hopper. The type recommended depends upon the product. By way of explanation, head pressure simply means a head load over the filling machine. Indirect head pressure means keeping the head load from exerting pressure on the material in the filling machine hopper. The third will be described more fully under the third illustration. The drawings illustrate the three styles of hoppering.

Direct Head Pressure

"This style of hopper is recommended where direct head pressure is required for products mentioned at the end of this article. Auger packers are usually employed for filling and packing powdered products. An auger packer works more efficiently when head pressure is available to assist in forcing the material down into the auger. This, of course, does not apply to all powdered materials. On the contrary, it applies to only those products which are greatly aerated. Flour mills, particularly, use this direct overhead hoppering principle with great success, and where it has been applied it improves the efficiency of the packers.



Hopper for Direct Head Pressure.



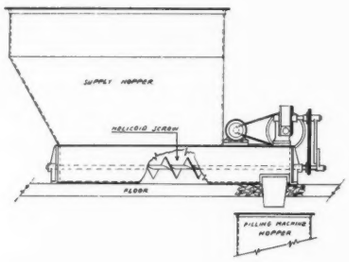
Hopper for Indirect Head Pressure.

Indirect Head Pressure

"Those products which pack freely in filling machine hopper exert tremendous strain on the agitators and cause numerous breakdowns of equipment. This is due to too much head pressure of head load. The pan hoppering or indirect head pressure principle is recommended. There are various modifications, but the illustration shown is clear and needs no further explanation.

Stoker Feeding

"The drawing below shows a development of hoppering that has proved superior to other styles of hoppers. This is known as "stoker feeding" and consists of a horizontal conveyor screw with a storage hopper built above it. The motion of the conveyor screw is controlled automatically by a valve in the hopper of the filling machine. As the filling machine hopper becomes empty the valve is released and this starts the motor which causes the stoker feeder to deliver additional material as required. The conveyor screw automatically stops when the filling machine hopper is full. This unit is automatic in itself and does not require any attention after it is properly adjusted.



Hopper for Stoker Feeding.

"Hoppers with capacities up to 10,000 lbs. have been successfully installed over the stoker feeder without danger of bridging or trouble of any sort.

"This unit is a development of the Triangle Package Machinery Co. and is known as Model I Automatic Stoker.

"As a guide, the following list of products should be helpful in determining the proper style of hopper for the products specified.

"No. 1: Wheat flour, lime, talcum powder, wheat paste, chemical powders.

"No. 2: Caustic soda, sulphur, patching plaster, baking powders, soft corn meal.

"No. 3: Soap flakes, shredded cocoanut, gypsum products, paint powders, arsenate of lead, biscuit flour."

A step in the creation of a PERFECT CIRCLE PLATE

PERFECT CIRCLE PLATES

Built to Precision Standards for All Types of Rotary Presses

PERFECT CIRCLE PLATES were first created exclusively for use on CHAMBON and CHAMPLAIN automatic rotary printing machines. They are now available for use on all types of rotary presses—for offset, gravure, and direct printing processes.

These superior printing plates are created by master craftsmen working to precision standards. The result is a printing plate whose use practically eliminates make-ready and insures faithful reproduction of the design.

If your printing is produced from cylindrical plates, ask us to quote on your requirements. For information about PERFECT CIRCLE PLATES write to CHAMBON CORPORATION, GARFIELD, NEW JERSEY.

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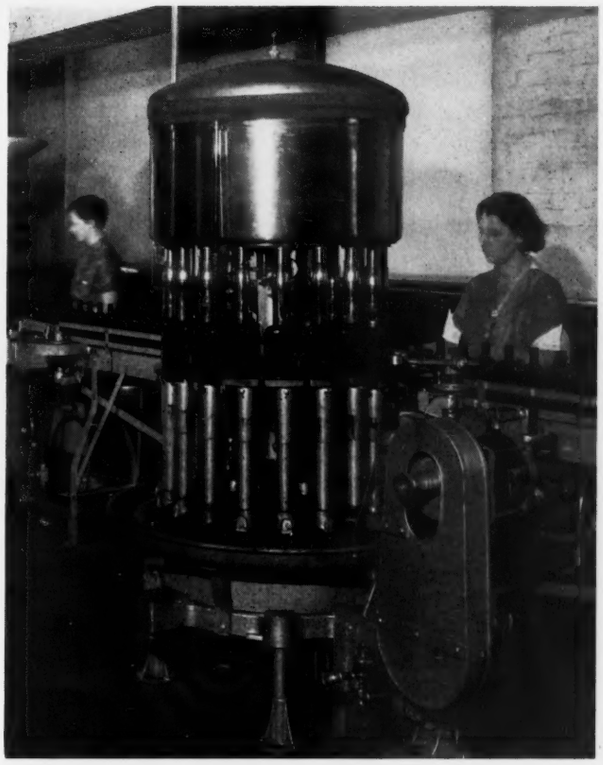


Speedy, Uniform Filling at FRANKFORT

Six HORIX High-Speed Automatic Rotary Fillers are doing their share in bringing faster production at lower costs to the rectifying and bottling plant of Frankfort Distilleries, Inc., at Baltimore.

As a result of the satisfactory performance of the HORIX equipment at Baltimore, four additional machines have been installed at the new Louisville bottling plant to supplement the two rotaries already there.

Frankfort was one of the first to insist that all contact parts of their fillers be made of stainless steel to guard against corrosion and prevent the formation of impurities in the whiskey.

Quickly adjusted for filling different sizes and shapes of bottles and very easy to clean, HORIX Fillers have the flexibility and dependability essential to meet the stringent requirements of this well-known distilling house.

There is a HORIX Filler for every liquid filling requirement. We will be glad to send you complete details and recommendations if you will write, stating product to be filled, size and style of container, and production desired.

HORIX MANUFACTURING CO. PITTSBURGH, PENNA.
CONVEYORS *and* FILLERS

Metal-Sealed Wrappers for Cigars

Reynolds Metals Co., Inc., has developed a wrapper for cigars which consists of a thin layer of metal mounted with a second layer of moisture-proof adhesive to a glassine paper. Although the entire wrapper removes in one solid piece, it actually consists of three separate protective layers of material with the moisture-proof pure metal on the outside. This led to the adoption of the name "Tri-Seal Wrap."

Following the development of this material, it is said, cigar machines were altered so as to heat-seal the new wrap around the cigar. The cigar is sealed the full length and across the tips. This seal is accomplished by a quick application of heat at the time of wrapping and seals the wrapper against itself. No heat or pressure is applied to the cigar.

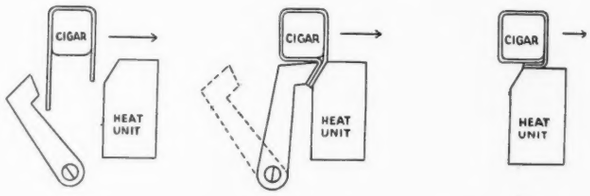
The glassine paper side of the wrapper is coated with a heat-sealing element. The longitudinal seal is then obtained by bringing the paper sides together and pressing the wrapper against a heating unit. The end seal is obtained similarly by sealing paper to paper against a second heating unit. The heat is applied to the wrapper only and is not transmitted to the cigar which, as the company points out, is a very important consideration in cigar wrapping.

Other details about the method are set forth in the announcement as follows:

"The International Cigar Machinery Co.'s standard cigar wrapping and banding machine, 3–88, has been altered to handle the Reynolds Metal sealed wrapper.

"Glassine paper backed plain or printed foil, or a combination of foil and cellulose, can be used with equal efficiency. Bands, when used, can be automatically applied before wrapping in foil, or after the cigar has been encased. The machine is also capable of wrapping both foil and cellulose simultaneously.

"When the band is lithographed or printed on the wrapper, the banding unit is unnecessary and may be disengaged. The mechanism which then insures perfect positioning of the printing with unvarying accuracy, is operated by a photo-electric cell which automatically



registers the wrapping material as it passes under the beam of light to a position above the cigar.

"When bands are used, the operation of the banding unit is the same whether the bands are being placed on the cigar before or after wrapping, the only difference being the position of the banding unit on the machine, which may be changed from one end to the other.

"If bands are to be applied before the cigars are wrapped, the banding unit is located between the transfer device and the wrapping chain, and when they are to be applied after wrapping, the unit is located between the wrapping chain and the delivery table.

"The standard cigar wrapping and banding machine will wrap a wide range of cigars by means of adjustment at the rate of 80 per minute. Each cigar is wrapped individually, securely and neatly, and sealed with a lock or lap seam and chisel end fold. All operations from the time the cigars are placed in the magazine until they are removed from the delivery belt are automatic.

"Type 3–53 is the machine originally built to handle foil and converted to use cellulose. This machine can be re-converted to use this Reynolds Metal sealed wrapper.

"Type 3–88 is the latest machine, designed to handle foil or cellulose or a combination of both. Our experimental work to date has been confined to the International Cigar Machinery Co. Presumably other types of machines can be converted by their manufacturers to handle the new Reynolds Metal wrap."

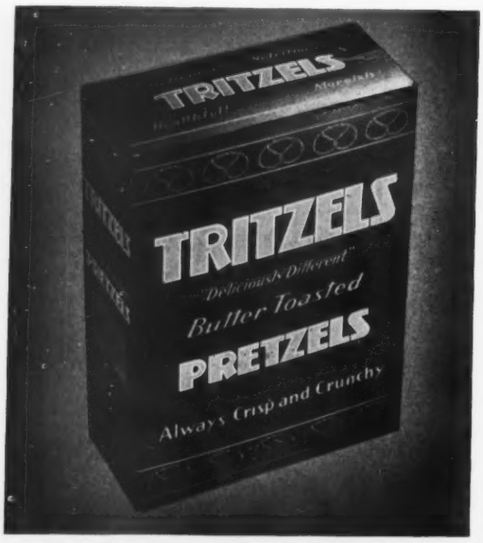
One of the first cigar companies to adopt the Reynolds Metal wrap was Garcia Grande, Inc. A completely new type of cigar box was devised to harmonize with the "Tri-Seal Wrap." According to Jerome Klorfein, vice-president of Garcia Grande, Inc., cigar sales increased in some cases as high as 200 per cent in certain test cities of the Middle West. As a result, the distribution of Garcia Grande cigars was extended until at last reports they were on sale in 86 cities. They have been recently introduced into the New York market. Sales results have been satisfactory enough to warrant the company in adopting a similar "Tri-Seal Wrap" and modernized cigar box for its 10c and 2 for 25c size cigars. The "Tri-Seal Wraps" on these more expensive brands are gold colored, and the box labels also, embossed and printed in maroon and white.

Garcia Grande, Inc., says Reynolds Metals Co., has definitely proved that a good-looking container will increase cigar sales and that a protective packaging for the cigars themselves will build repeat business.

CARTON REFLECTS TODAY'S MARKET

ANOTHER ESTABLISHED FOOD-CARTON—THAT used for Tritzels, made by Perfect Foods, Inc.—has been revised to meet present-day marketing conditions. Not that the old carton was Victorian in any way. On the contrary, it was modern in accordance with design ideas of five or ten years ago and performed its job adequately. The change, therefore, is a reflection of the exacting demands of today's market, and serves as an indication of how soon even a good design may lose its effectiveness.

The old carton incorporated some of the best principles of carton designing. It bore no unnecessary decoration, was pleasing although not forceful in color, and it lent itself well to mass display. The design was a bit too sombre, however, in display value, especially when placed in competition with brighter and more recently designed cartons.



Old

New

This lack of force was realized by Perfect Foods about a year ago. There appeared to be need of greater appetite-appeal, and it was at first proposed to add a large bowl of Tritzels to the existing design. Analysis indicated that while this might be an improvement, it was not enough. The large areas of black in the old design were too heavy, and did not provide sufficient contrast for the tempting but neutral colored product.

In the revision, the color of the product was given first consideration. The Tritzels are reproduced in a golden brown color. So a bright blue was chosen as the contrasting dominant color. The blue has a brilliance of its own and forms the ideal background for the golden brown of the product. To the blue was added sufficient white space to heighten the blue, and, at the same time, to render the name Tritzels, in red, as prominent as possible. The blue background, besides providing a fresher contrast to the illustration of the product and to the white areas, eliminated the need of surprinting the red on the former black background in order to achieve the desired gloss. The series of small Tritzels, which formed bands at the top and bottom of the old carton, were replaced by a single illustration in large enough size to make it appealing at shelf distance.

The new carton is as well adapted to mass display as was the old—it is even more insistent upon attention. Its shelf-appeal, through stronger color and more forceful lettering, is increased tremendously.

Finding the revised design more effective, Perfect Foods sought to extend its use, and so adapted it to the company's delivery trucks. The color areas of the individual package were faithfully carried out in the painting of each truck, and the other distinctive features of the carton were retained, as far as possible.

Old

New

REFRESHING DRINK, REFRESHING LABEL

TO DEVELOP A CHERRY PRODUCT IN WHICH the elements of skill in preparation were so exacting as to minimize competition; to select a name for that product which would be characteristic of its origin and quality; to design a package which would convey to consumers all that would make for their ready acceptance of that product. These, in brief, were the objectives which The Reynolds Preserving Co., Sturgeon Bay, Wis., sought in placing a new fruit juice, "Cherefresh," on the market.

Up to the time that Cherefresh was offered to consumers, synthetic and artificial flavors seemed to be the only cherry-drink products available at soda-fountains, restaurants, or bars. The distinctive yet delicate flavor of red cherries appeared to be so elusive and temperamental that an entirely new process would be required. However, with the cooperation of the research laboratories of the American Can Co., the Reynolds company developed a successful method to prepare and package the natural cherry juice.

Originally intended as a breakfast drink, Cherefresh has spread rapidly into many other uses—in jellies, flavoring, frozen desserts, beverages, etc.—and has met with popular acceptance wherever it has been offered.

The development of the package itself started with the selection of a name. In trying to find combinations of words and syllables that would use the phonetic word, "chere," the company was not having much success when suddenly the logical name came to the mind of a label salesman and was accepted immediately. During the first year of experimental production, the company offered this drink unnamed to its cherry-pickers and to traveling tourists from the small concession-stand operated at the roadside near the factory. As soon as the company started selling cherry juice as manufactured under the special process, sales of other soft drinks to the pickers dropped off to a remarkable degree; they started spending their hard-won nickels for the freshly-processed juice of cherries. In curiosity, they were asked why they preferred the cherry drink to all others when they had a complete choice and the price was the same for all. The response was almost always the same, namely, "Because it's so refreshing."

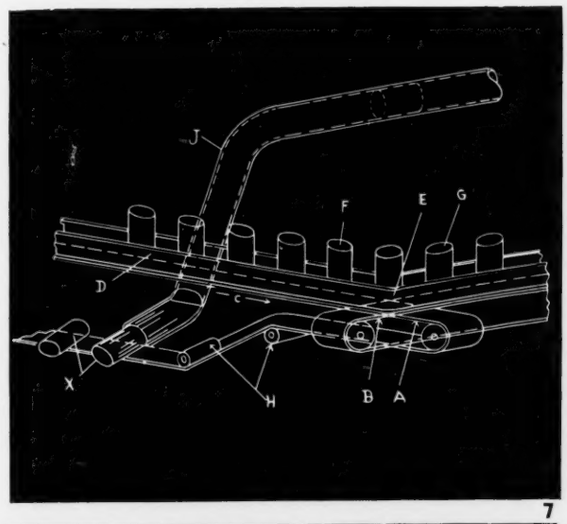
The design of the label followed as a natural consequence of a desire to represent a sparkling clear glass of red juice, freshly pressed from a luscious bunch of plump cherries. In reproduction, the glass shows the transparency of the juice. Cherefresh happens to be one of the few fruit juices that is crystal clear, and from which there has been removed the unnecessary and unsightly pulp. The labels are produced by the Theodore A. Schmidt Lithograph Co.

The company first started packing Cherefresh in No. 2 cans, but found that the sale was somewhat impeded because of the necessarily high price. Therefore, it turned to the more popular 211 cylinder which contains twelve fluid ounces.

The latest development in the company's packing is the utilization of a boldly printed shipping container. Printing is in appropriate green and red, with the natural bright yellow of the case showing through the cutout lettering of the name Cherefresh.

HANDLING THE ROUND PACKAGE

(*Continued from page 76*)



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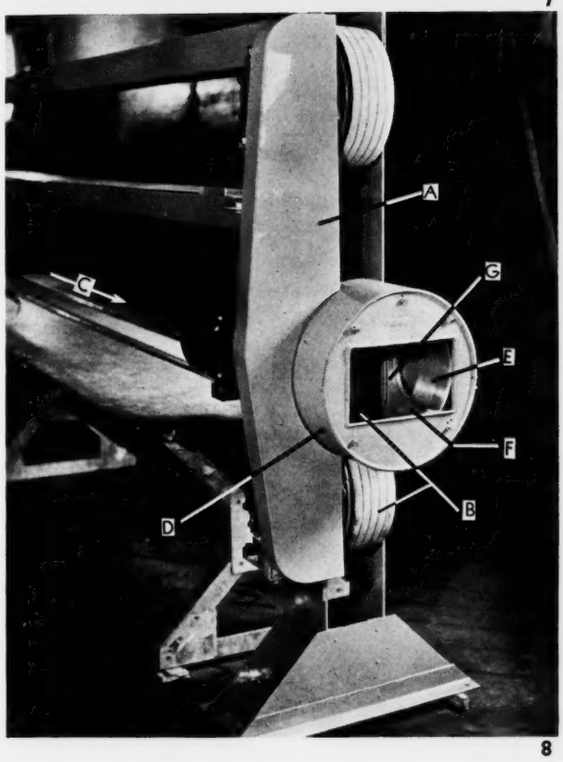

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a quarter turn is completed, the package is guided out through the rectangular opening F. Thence it travels along on a connecting conveyor. Guides are placed at each end of the turning device, one indicated at G, for directing the paper can into the proper channel when discharging. The package is turned by contacting only the edges or corners, and because there is no side contact, the marring of wet labels is avoided.

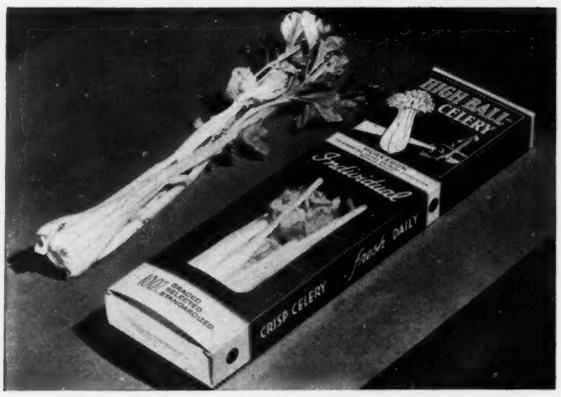
This concludes the present consideration of the subject. Discussion of different types of machines for varying methods will be left for another time.

QUICK CHANGE ACT

IT IS A HELP TO THE RETAILER WHEN THE manufacturer puts a gift wrapper on an all-year item which can be quickly taken off. With the idea of helping the retailer do this, two examples present themselves below. One is a $^1/_2$-lb. and a 1-lb. package of Joan Manning Chocolates, packed by United Candy Co., for Liggett Drug Stores. The other is a Boston Garter package of the George Frost Co. One would hardly suspect that the products in one illustration are exactly the same as those in the other. But the truth must out. The only difference between the two groups is that the all-year packages shown above are in the lower simply covered with outside wraps of printed transparent cellulose.

The two candy packages are, for Christmas, enclosed in all-cellulose loose wraps printed in red, black, green, and white. The Boston Garter package is a tight wrap with an open-face window top with holiday decorations in red, white, yellow, and green. It is mounted on cardboard sides and inserted in the lower half of the box.

Credit to Nashua Gummed and Coated Paper Co., for these holiday wraps.



KEEPS IT FRESH TILL USED

WITH THE RAPID DEVELOPMENT OF SANITARY containers for perishable food products, one of the most recent is a retail package for celery, designed to preserve its crispness and flavor under conditions of high humidity. The new package has been developed by the Muskegon Cooperative Celery Growers Association, Muskegon, Mich.

Of the many features of the package, which is expected to prove popular with the retail trade, are its facilities for making the product visible without exposure, convenient home-refrigerator size, and simplicity of style.

The association has announced that the new package will be used for its "High Ball Celery." Printed in three colors, the package will be known as the "Individual." Celery put up in this package will comprise three stalks of selected stock, which will reach the consumer in a sterile and sanitary condition. Visibility is obtained by means of a window on the front.

Made of a special sulphite paper stock, the Individual package was found to be 99 per cent efficient after submersion in water for 96 hours before re-testing for crushing, twisting, and tearing. Ventilation tests also showed that the celery had retained its original crispness for shipping and storing over a period of six days, and three days' additional storage in a home refrigerator.

Following the most popular trend toward paper containers, these cartons will be shipped in super-durable paper-board cases which are ventilated to synchronize with the cartons (cartons have four air-holes on each side). Each shipping case will contain ten cartons and will bear the name and address of the association.

The Muskegon Celery Growers Association has been at work on the development of the new carton since early Spring. W. H. Esslinger, of the association, said:

"The Individual package was recently introduced for the better trade, and has been accepted in a most gratifying manner, because of the way in which the package prolongs the edible quality of the celery."

LUSTROUS ARTMOLD CAPS

add style and beauty to modern packages

THERE'S eye-appeal in Armstrong's Artmold Caps that attracts consumers to your product. Their bright colors, smart designs, and lustrous molded plastic finishes add the finishing touch of style to modern glass containers.

These handsome molded plastic caps are available in a wide selection of attractive colors ranging from bright tones to delicate pastel tints. You can choose from a variety of standard designs or have a special cap molded to order with your name or private design to complete an unusual packaging effect. With Artmold Caps you can achieve perfect color harmony or contrast between the closure and other units of your package.

Armstrong's Artmold Caps are easy for consumers to remove and replace, yet they seal tightly and securely—provide maximum protection for your product. For more complete details, send for your copy of "Better Seals for Better Sales," the new illustrated catalog of Armstrong's Closures. Write Armstrong Cork Products Company, Closure Division, 916 Arch Street, Lancaster, Penna.

THERE'S AN ARMSTRONG CLOSURE FOR EVERY SEALING NEED

Armstrong's

ARTMOLD CAPS

EDITORIAL OPINION

VOX POP

LETTERS TO THE EDITOR OF A PERIODICAL such as MODERN PACKAGING often contain a quality and range of interest that goes beyond his scope. Our scope, we have to remind ourselves, is commodity packaging and the problems of design, materials, and handling related to it. A reader may ask us for the name of a good advertising agency or the designer of the George Washington Bridge over the Hudson River. Happy as we would be to supply the answers to both questions, if we knew them, our doing so might not help our reader in the way we want to assist and in the way which we think would do him the most good as a user of commodity packages. If, before answering, we write back to our reader and ask him why he wants to know these things *as a packager*, we are staying right on our own reservation and doing him the sort of service that will help him get what he really wants—the right package.

Interest in *package design* has been mounting steadily during recent years. We think sometimes it outstrips interest in all else. Enemies of packaging—have you forgotten Stuart Chase's book, "Your Money's Worth," and how he ranted about packaged merchandise and that packages often cost more than the products in them?—are forced to admit that design sometimes has a practical value, as when the design of a container prevents children from drinking remedies for beverages, a trend in design which is only beginning to declare itself. The thousands of inquiries—our vox populi—received by MODERN PACKAGING, by letter, by telephone, by personal call, is tangible evidence that the design and the package are inextricably tied up together. One of the most frequent questions we are asked is, "Can you recommend a good designer?"

To give a direct answer to that question goes beyond our scope. The inquirer may have a designer on his staff or the staff of his advertising agency. Or the question may be hypothetical, or he may be asking for a friend. In the interests of good business we ought not to answer the question until we know more of the problem involved, such as, What is the nature of the product? Is a design wanted for product, package, or label?

An important service rendered to its readers by MODERN PACKAGING is counsel on designers (both independent and associated with suppliers), the basis of which is a complete file of information on the successful package and commodity designers now practicing in this country. A list of these designers has been a valuable feature of our *Packaging Catalog*, and will be continued in the 1938 edition. Our files, however, are much more than a list of names and addresses. They include data relating to each designer's educational background, his experience, his present connection, his field of service, his more important accomplishments.

Many of our readers avail themselves of this service, as they do of other services we render in helping manufacturers select materials and machinery. To those who do not, but would care to—for which there is no charge, of course—we suggest that when you ask us you inform us as fully as possible as to your problem and your reasons for seeking aid.

BRITISH

BY AND LARGE, AMERICAN PACKAGERS HAVE observed a modesty hardly in keeping with our reputation for brashness and bluster. But we have created the definite impression—and not without some reason—that we stood head and shoulders above all others in the fields of package design, construction, merchandising, machinery, and production.

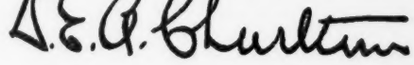
And thus it must come as a surprise, to many who have devoted their working years to some relationship with packaging, to find that the first International Exhibit of Modern Packaging, sponsored by the British publication, *Shelf Appeal*, has disclosed a remarkably high level of achievement in many spots on the Continent and particularly recent developments in package design and construction on the British Isles.

That American packaging still stands in advance of the general level in other countries can be judged by the prominence it enjoyed in the opinion of those who arranged this exhibit. Of one hundred and four illustrations of exhibited packages in the September issue of *Shelf Appeal*, some fifty-five, or more than half, bore the notation "U. S. A." Included among these, significantly, were twenty-three which had won awards in the 1936 All-America Package Competition.

Yet, in spite of the predominant position occupied by the American package, the most noteworthy fact arising from this exhibit lies in the progress British packagers have made in the last few years. In no small measure, this progress has been due to the encouragement, guidance and wise counsel of *Shelf Appeal*, which undertook a magazine's sponsorship of packaging as practiced in the British Isles.

Thus, if we stand above other packagers today, we are no longer in an invulnerable position. And, it is to be hoped, we shall soon be able to profit as much from the study of foreign achievements as our overseas brothers have, in recent years, from the study of our packages. As that time approaches (and for many it is already here) it is to be hoped that we will demonstrate a willingness to learn from others as readily as they apparently have from us.

In the encouragement of this trend, MODERN PACKAGING will continue to co-operate with *Shelf Appeal*, and other organizations, here or abroad, seeking a progressive improvement in packaging and display standards.



Plants and personalities

GAIR OLD TIMERS, an association of present and former employees of the Robert Gair Co., New York, who have been with the company for ten years or more, held its fifth annual dinner at the Hotel New Yorker, New York City, on Oct. 23. Over 135 members attended. Addresses were made by Wm. W. Fitzhugh, retiring president, Geo. W. Shannon, Robert Hogan, Edward McMahon, Felix Doll, John Pabst, P. L. Andrews, Chas. Stocker, Edw. E. Seaver, Wm. Delp, and Harry McPhilliamy. Officers elected for the coming year are: President, Wilbur F. Howell, secretary of Robert Gair Co., Inc.; vice-president, Joseph T. Mertz, of Wm. W. Fitzhugh, Inc., of Brooklyn and New Haven; secretary and treasurer, H. B. Van Antwerp, of Sinclair & Valentine, New York. William Worrall, who started his employment in 1882, was elected Honorary President for the next year.

On the same afternoon at four o'clock, a short while before the dinner, the association dedicated, at the corner of York and Washington Sts., Brooklyn, N. Y., a bronze memorial plaque to the memory of Robert Gair. Unveiling ceremonies were held, and addresses made by William W. Fitzhugh, Jr., president of the association; P. F. Gaffney, and others.

The plaque contains a bas-relief portrait of Mr. Gair by Joseph Nicolosi, and carries a suitable inscription.

Later, at the dinner, Mr. Fitzhugh said: "As this organization grows older, there are going to be fewer men each year who personally remember Mr. Gair. I wish everyone here tonight had been able to attend the ceremonies this afternoon in connection with the unveiling of the tablet. It was a very moving experience to those of us who were there."

WILBUR F. HOWELL

GAIR MEMORIAL

E. WM. ARDERN has been appointed upper New York State representative for Milprint, Inc., Milwaukee. He will cover Rochester, Syracuse, and Utica. He was formerly district manager for the U. S. Rubber Co.

JOHN T. GOSSETT has been appointed Eastern Sales Manager for Wilson & Bennett Mfg. Co., Chicago. He will make his headquarters in the Jersey City office of the company and will be in charge of all sales in the territory east of Pittsburgh. Mr. Gossett was formerly associated with the Aro Equipment Corp. of Bryan, O.

THE REYBURN MANUFACTURING CO., Philadelphia, has opened a new display division at 106 Seventh Ave., New York. R. F. Andree and W. A. Moritz will have charge of window-display installations.

R. G. COOPER, Detroit, has been retained by the Chrysler Motors Parts Corporation for the re-designing of replacement parts and accessories. He recently completed the designing of parts packages for Kelvinator and Leonard refrigerators, shortly to appear on the market.

ROY E. HUNT has been appointed district sales manager of the Advertising Metal Display Co., with headquarters at 2 East 23rd St., New York City. Mr. Hunt was formerly district sales manager of the Merchandising Specialties Division of the American Can Co. New York.

ARTHUR S. THOMPSON succeeds L. S. Allstrum as sales manager of the Geo. H. Morrill Co., Division of General Printing Ink Corp., New York. Mr. Allstrum continues as vice-president.

OWENS-ILLINOIS CAN COMPANY announces the leasing of 20,000 sq. ft. of storage space at 150 Bay St., Jersey City, N. J., to facilitate its service of customers in the metropolitan New York area. Among the stock items carried at this point will be a complete line of steel pails.

GEORGE M. DAVISON has joined Contempo Advertising Artists, Inc., New York, as vice-president. He was formerly with Higgins and Low, Inc.

R. E. DELAPLANE has been appointed assistant sales manager of the Owens-Illinois Glass Company's Closure Division, Toledo. He was formerly Chicago district sales manager, and before that was connected with the Closure Service Company which in 1935 became a part of the Owens-Illinois Glass Company.

CONTINENTAL CAN COMPANY

NEW YORK · CHICAGO · SAN FRANCISCO

LIGHT AS A FEATHER

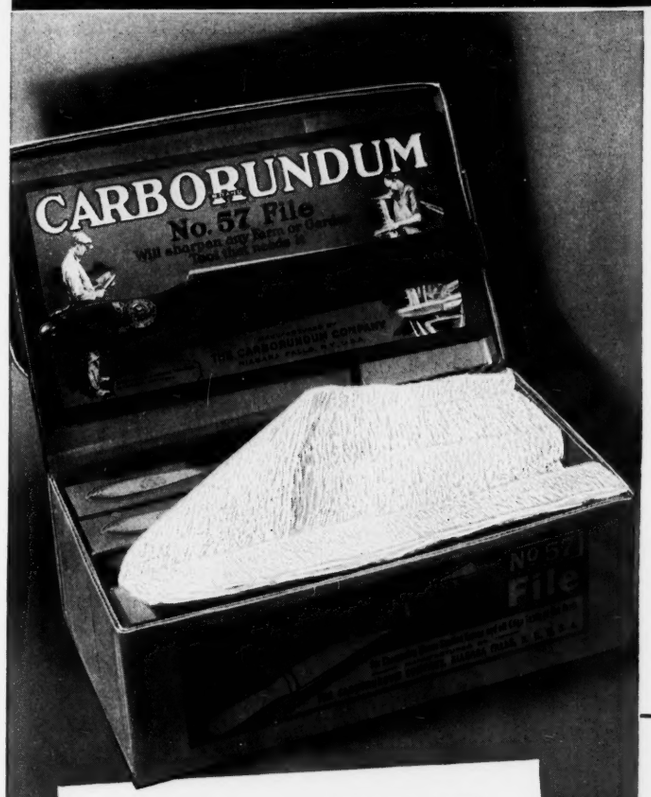
SOFT AS WOOL

Kimpak
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES
CREPE WADDING

ABSORBS LIKE A SPONGE

GIVES LIKE A SPRING

PROTECTS AMERICA'S "BEST SELLERS" AGAINST SHIPPING DAMAGE



CARBORUNDUM FILES . . . A BEST SELLER protected by KIMPAK

When the Carborundum Company ships a box of files like this, it uses KIMPAK. Note how KIMPAK protects the special display file from shipping damage to itself and other boxed files.

There's one sure way to meet competition on the display floor which helps increase sales for the retailers and makes more profits for you. *Present your product looking its best*—as shipped from the factory or warehouse. KIMPAK CREPE WADDING will do this.

KIMPAK protects the beautiful finish of the modern radios and fine house furnishings, prevents breaking or chipping of dainty china, glassware, or whatever other delicate articles you have to ship. For furniture or fountain pens, cutlery or cosmetics, KIMPAK means safe delivery of your shipment.

This modern packing material comes in sizes and thicknesses to meet every shipping requirement. It is absorbent, clean, snowy-white, light, flexible, and as easy to use as a piece of string—no muss, no fuss with KIMPAK. Its low price will allow new shipping room economies. Its ease of handling will make new shipping room efficiency.

Learn more about KIMPAK. Mail coupon today for *free* portfolio of samples and illustrations of actual usage.

KIMBERLY-CLARK CORPORATION
Neenah, Wisconsin

Sales Offices: 8 South Michigan Avenue, Chicago
122 East 42nd Street, New York City
510 West Sixth Street, Los Angeles

FREE! 1937 Portfolio of KIMPAK

KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin
Address nearest sales office:
8 South Michigan Avenue, Chicago.
122 East 42nd St., New York City.
510 West 6th Street, Los Angeles.

Please send us the 1937 PORTFOLIO OF KIMPAK. MP-11

Company .....

Address .....

Attention of .....

Our product is .....

BEST SELLERS MUST *Be Good* AND *Look Good!*

THE EIGHTH PACKAGING EXPOSITION will be held in Chicago, March 22–25, 1938, at the Palmer House. The preliminary announcement states that 75 firms throughout the country will be there with exhibits of the latest developments in machinery, equipment, supplies, and services. Concurrently with the exposition, which has been an annual affair since 1931, the American Management Association will hold its Eighth Conference on packaging, packing, and shipping. Speakers of national reputation will discuss problems and developments. This is the first time that the exposition has been held in Chicago since 1935. Alvin E. Dodd, president of the American Management Association, points out that the exposition will be national in scope, and a recognition of the importance of the mid-Western market. The association is a non-profit federation of industrial and commercial corporations and executives. Its members, drawn from all types of industry, exchange information, compare methods, and check results through conferences, publications, and personal consultation. The exposition will be under the management of Clapp & Poliak, Inc., 232 Madison Ave., New York, as in previous years.

FRANK BURD is now vice-president in charge of sales of the Standard Paper Box Corp., Los Angeles. He was formerly a member of the firm of Burd and Fletcher Co., Kansas City, Mo., where he has been located for the past 21 years. Previous to that he had been a resident of Los Angeles for 16 years.

EUGENE A. SISSON, general manager and treasurer of Economic Machinery Co., manufacturers of World labelers, Worcester, Mass., died Sept. 25, age 52, after a short illness. He had been in failing health for several years. He became associated with Economic Machinery Co. in 1926. Under his management the business expanded materially. He is survived by his wife, four children, his mother, and a sister.

J. C. CHITTIE, head of the order and purchasing departments of Phoenix Metal Cap Co., Brooklyn, N. Y., died of pneumonia, Oct. 11. He was 32. He is survived by his wife and three children.

H. L. LONSDALE, of the Phoenix Metal Cap Co., Chicago, died on Oct. 18 after a brief illness. Interment was made in Sacket Harbor, N. Y. Mr. Lonsdale had been associated with the Phoenix Metal Cap Co. since 1922. During this time he had been active in the affairs of the Glass Container Association and was of assistance in solving some of the troublesome problems of the industry. His thorough knowledge of glass packing and his ability to apply this knowledge made him of particular value, and his loss will be definitely felt throughout the entire glass packing world.

WALTER H. MATTHIAS, president of the Matthias Paper Corp., Philadelphia, died Oct. 24.

ERNEST E. FINCH, 1875-1937

ERNEST E. FINCH, senior vice-president and general manager of The Karl Kiefer Machine Company, died on Oct. 23, as the result of a heart attack, at his home in Cincinnati, Ohio. He was 62 years of age and is survived by his widow and two daughters.

Mr. Finch was born in Owatonna, Minn. His boyhood was spent on a farm; he later taught school and then became interested in advertising. For a time he was employed in St. Paul in an advertising and sales capacity. In March 1907, he assumed the duties of advertising manager for the Rheinstrom Brothers Company, Cincinnati. When the machinery business of that company became a separate organization—The Karl Kiefer Machine Co.—Mr. Finch became identified with it.

Mr. Finch spent much of his time in direct contact with the trade and had a host of friends among the manufacturers of liquid and semi-liquid products. He had a vast knowledge of bottling and packaging problems, machinery, and methods, and was recognized as an authority on these subjects. To him, those whom his company dealt with were more than merely customers; they were his friends and as friends he endeavored to serve them with a sincerity, a fairness and a true spirit of cooperation that won him the esteem of all those with whom he came in contact. He was always interested in the various trade organizations and at one time was president of the Canning Machinery and Supplies Association.

"Ernie," as he was known to all his friends and associates, will be keenly missed. His contribution to the packaging industry is a notable one for he gave unstintingly of his time and experience to further the knowledge and understanding of packaging methods. His was a delightful personality, with all the attributes that make for a lovable and sincere character. Ernie Finch has passed on, but the memory of his sterling qualities will remain with those of use who knew him.

D. E. A. CHARLTON

SOME CANDID SHOTS

OF SUCCESSFUL SALESMEN

Calox cleans them up as gleaming as a new ball—while it's always a relief to have Bell-Ans nearby Admiracion is around making friends, because you know what sun can do to the hair.

You'll recognize most of these sales leaders as favorites with the public. Note their good-looking attire, fashioned throughout from Ridgelo clay coated boxboard. It is a packaging material worth much more than its cost if you value a neat, bright appearance as highly as most of us do.

Cartons of all sizes from samplers to jumbos, display containers and merchandise cards are made of Ridgelo clay coated. And if your problem is one of utility as well as beauty you should know all about Ridgelo grease and water resistant finishes. Our suggestions are yours for the asking.

Ridgelo
CLAY COATED
FOLDING
BOXBOARD

The game's easy if you're as fresh, fragrant and fastidious as Rx. 59 says you should be. Conti is pure, what else can we add.

(Above) A group going places here, but if the truth were told they really shine in the American home.
(Below) Who soothes the sore spots?
Ride and learn with Ben Gay and Ungentine

(Above) Zonite shoots at trouble, and with Scholl's and Mistol brings protection for all.
(Left) Walking is health giving and so is Feenamint. While Gem may out-hike I. V C. Pearls it is (you guessed it) a close shave

RIDGELO—"THE BEST KNOWN NAME IN BOXBOARD"

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit
Blake, Moffit & Towne and Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis • W. P. Bennett & Son, Toronto

FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

THE CONTINENTAL CAN CO., INC., New York, is distributing an interesting article on "The Nutritive Value of Canned Foods," written by A. E. Stevenson, the company's assistant director of research. This article was presented before the British Canners Convention, Birmingham, England, Oct. 21, 1937. The article deals with the work which has been done by the canners of the United States in studying the nutritive value of foods, and the effect on the vitamin content during canning operations.

"THE MAKING OF A 24-SHEET POSTER" is the title of a 16 mm. film produced by the McCandlish Lithograph Corp., Philadelphia. The company states that the film is now ready for showing before advertising clubs, advertising classes, and other groups. It depicts the lithographic production of a 24-sheet poster from the time of the inception of the idea in the mind of the artist to its appearance on the boards. Along with the showing of the film, a portion of the A. R. McCandlish Gallery of European Posters is displayed. This contains a number of Ludwig Hohlwein designs. The film and the European poster collection, the company informs us, are supplied to all interested groups at no charge. Mr. McCandlish also announces plans for the McCandlish Awards for 1938 in which prizes will be given for the best 24-sheet poster designs submitted by American advertising artists. Each sketch entered must be a design not previously used in poster advertising. The awards are: $1,000 first prize; $250 second prize; and $100 third prize. Entries must be in the hands of the McCandlish Lithograph Corp. not later than five p. m. Feb. 22, 1938.

A UNIQUE PIECE OF PRINTING is being sent out by the Container Corporation of America, Chicago. It is a small booklet with the covers made of fibre board such as is used for the end panels of the company's Concora shipping cases. "The use of this material for end panels," explains the preface, "gives the shipping case an extra margin of strength and rigidity and provides a secure grip in the hand-holes." On succeeding pages Concora cases made for various shippers are illustrated.

THE GENERAL PRINTING INK CORP., New York, announces the publication of a new type of specimen book by the Eagle Printing Ink Co. This book, says the announcement, "illustrates all colors and their screen values, each color-page showing one color for harmony and one for contrast." As a service feature that goes along with the book, the printer will receive small swatches of every color he may require so that he can make up his own color-specimen book under his imprint and present it to his customers.

AMERICAN CAN CO., New York, has just completed another of its sales-manual booklets for aiding the marketing of products in the canning industry. This is entitled "How to Sell More Canned Tomatoes and Tomato Juice." It presents a number of selling ideas on two of the grocer's fast-moving and profitable items. Some of the pages are entitled "Here are 4 Little Known Facts" about tomatoes, "Talk up the Health Angle of Canned Tomatoes," "Some Tips on Tomato Juice." The final two pages of the booklet present a number of displays for helping the grocer sell tomatoes by the case (on one page), and how to push the sale of tomato juice with related products (on the other page).

LOUIS DEJONGE & CO., New York, is about to distribute the fourth sample-book of a series covering its complete line of fine leather papers and comprising an "Assortment of colors and leather grains and many new art and two-tone effects." Dejonge Lilydot Fancy gives a floral forecast for Spring 1938 with suggested color combinations, says the company, for most effective use of these papers. New papers also include a structural block embossing with a new modern treatment, new fabric effects, a paper brick, and other unusual fancy papers; also many improvements and new colors in staple lines.

A BROCHURE OF SOMEWHAT STRIKING PROPORtions is being sent out by the Old Dominion Box Co., Lynchburg, Va., setting forth in illustration and color what the company calls its "complete packaging service." This is described in detail under such headings as the following: "Analysis"—to properly plan a package, the product must be accurately studied and markets investigated. "Nature of product and purpose of the package"—such considerations as color appeal of the product, its shape, weight, and how affected by retail or shipping conditions. "How it will be sold"—methods of distribution, the consumer unit, the counter or display container, and the shipping box. "Design"—the desirability of a pleasing presentation of color, type, and picture to identify the product by name.

Another section of the brochure is "Set-up Boxes," with specifications and a description of 24 classifications for the 1937 season. Many illustrations of set-up boxes are included. In another section, "Folding Boxes," are illustrations of various types and styles, and in another "Shipping Containers," illustrations of styles and types supplied for nationally-known manufacturers.


LOOKING NATURAL..
WHEN a package designer creates a colorful, distinctive metal container you want it reproduced "looking natural". Heekin lithographed metal containers look natural . . . every one is alike . . . colors are exactly the same shade – the register is perfect. Heekin grinds its own colors . . . blends its own inks. When you need metal packages . . . think of Heekin.
THE HEEKIN CAN CO., CIN'TI, O.
HEEKIN CANS
LITHOGRAPHED
WITH HARMONIZED COLORS

THE NEW YORK DISTRICT OFFICE OF THE Bureau of Foreign and Domestic Commerce, located in the Customshouse for many years, will move into new and larger quarters in the new Federal Office Building at Church and Vesey Streets on Nov. 8, according to an announcement by John F. Sinnott, District Manager.

A file of publications, reports and statistical data issued by various Government departments pertaining to economic and financial conditions in the United States and abroad will be maintained.

BOASTFULNESS IS THE CARDINAL SIN of advertising, according to James R. Adams, who has just written one of the most readable books on the business of advertising recently produced. "Men who in their social lives are paragons of good breeding will strut and chest-thump across an advertising page with complete abandon," says Mr. Adams, and a great many people will agree with him most heartily. The book is entitled, "More Power to Advertising," (Harper and Brothers, $2.50), and the author is vice-president of MacManus, John and Adams, Inc., advertising agency, Detroit. Mr. Adams writes out of an experience of twenty years in advertising. "This is intended to be a practical book," says the author in his preface (as indeed it turned out to be). "If you have an advertising job to do, begin by telling yourself over and over again that you are faced with a very simple task. If what you wish to say isn't so obvious that you can see it readily, you will have trouble making the public see it—even with the most painstaking efforts." Advertising writers who are tired of trying to find new words where there is nothing new to say will relish Mr. Adams' chapter on "Sell with Ideas—Not Words." He says one of the best advertising men he knows says that copy should be completely artless, and that language that calls attention to itself is like an over-loud necktie on a salesman, because it gets the prospect's mind off what is being said. A few other chapter titles that will make people interested in advertising want to read the book are, "Strategy is All-Important"; "The Greatest Curse in Advertising"; "Say Something Powerful"; "Let's Quit Preaching Over the Air"; "Ruining a Business with Success"; and "The Danger of a Formula."

"PRODUCTION OF SHORT-FIBER RAYON from cellulose is probably the fastest-growing industry in the world today. Many of the synthetic materials used in modern plastics are built up from cellulose—knobs on automobile dashboards, radio cabinets and 'works,' combs and brushes. Lacquers for a wide variety of manufactured products are made from a cellulose base.

"The demand for paper has increased so rapidly that some qualified observers believe a world-wide shortage threatens. Newspapers and magazines are fatter; more paper towels, handkerchiefs, and boxes are sold every year. Pulp mills have not been built fast enough, here or abroad, to keep ahead of the demand.

"Conscious of these enormous and increasing markets, Southerners of vision tried insistently to convince the rest of the world that their great forest resources offered a cheap supply of raw materials. Their chief evangelist is Dr. Charles Holmes Herty, a scientist of distinction and a former president of the American Chemical Society, who has been conducting experiments for the past five and a half years to prove that Southern pine will make newsprint, book-papers, writing-papers, and even rayon. Everyone knew it would make kraft, the brownish paper used for cartons and wrapping. But the kraft-makers were not convinced that there was enough pine in the South to warrant building more mills. Instead, they have been importing 400,000 tons of raw materials a year, largely from Sweden and Finland. Dr. Herty's persistent campaign helped bring about the Federal survey of national forest resources, which furnished proof of Southern forest wealth.

"There are numerous advantages to paper-makers operating in the South. Men can work in the Southern woods all year. Northern mills do not feel safe without a year's supply of wood in the yards, and interest on money thus tied up is one of the heavy operating costs. Southern kraft mills, however, customarily work with four days' supply of wood on hand. Southern pine, heavier than most competing woods, yields more paper to the cord. Wages are lower in the South, partly because of lower living costs, partly because of the Southern workman's eagerness for steady work. As the Southern workman becomes more skillful and more assertive, wages may take an upward trend, as in the case of the textile industry. But at present, Southern operators have a definite wage advantage.

"For all these reasons, the rush Southward is on. The biggest kraft mill in the world is going up at Georgetown, S. C.; $20,000,000 in mills, harbor development, and workmen's villages is going into the vast Du Pont holdings near Port St. Joe, Fla.; other mills are being built at Jacksonville and Fernandina, Fla., Franklin, Va., Plymouth, N. C., North Charleston, S. C., and Crosset, Ark. Two more mills, one in Texas and one at Brunswick, Ga., will supply pulp for fine white papers.

"Thus the South, having already gained a new $100,000,000 investment, appears to be entering a new industrial era, and enjoys the promise of better days for the pine-belt farmer."—From *Scribner's Magazine* as condensed in *The Reader's Digest*.

SORRY—OUR APOLOGIES

A LETTER FROM THE M. S. DOWD CARTON Company calls attention to an error in the August 1937 issue of MODERN PACKAGING. On page 79 is reproduced an illustration of Capewell Horse Nail boxes, with the statement: "These two-piece boxes are produced by National Folding Box Company for the Capewell Manufacturing Company." The Capewell boxes, we are informed, were produced by the M. S. Dowd Carton Company, who writes: "We enclose a few of the Capewell boxes showing our trade-mark." MODERN PACKAGING is glad to make the correction.—*Editor*.

How Do You Do . . . . . it, Mr. BOSTITCH?

How do you staple glass bottles to cards without breakage, vest pocket flashlights without scratching, cutlery without striking the metal, and numerous other small items for better display and more sales?

The answer lies in accurately and uniformly made staples, located in just the right place, driven just the right distance, and clinched in exactly the right way.

85 different staples, 699 different models of stapling machines with thousands of adaptations, and 83 different stitchers enable Bostitch to do almost any kind of stapling job.

Bostitch has 81 offices in the United States, 37 in foreign countries, to assure you of prompt and experienced service, wherever you may be.

Put your problem up to Bostitch. Look up "Bostitch" in your phone book or write direct to

BOSTITCH

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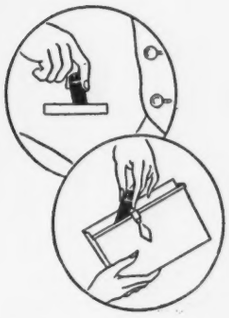

HYGIENIC TUBE & CONTAINER CO.

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Hycoloid
CONTAINERS SPECIALTIES VIALS

A SURVEY CONDUCTED BY THE MODERN PACKAGING INSTITUTE OF PACKAGE RESEARCH

THE TEXTILE INDUSTRY

(Continued from page 33)

These we find in the need for product protection, particularly protection against soiling and the necessity for identification and descriptive detail. Consider, for instance, the packaging of a sheet—a fairly delicate white fabric available in varying lengths, widths, weaves, weights, and finishes, and exposed to various hazards both in the store and in use. Here the package, be it a wrap, a box, or any other type of container, is justified if it provides protection against soiling, plus a convenient exposition of the various details of description which the consumer must consider in making a selection or purchase.

From the viewpoint of convenience to the dealer, the package makes possible the easy identification, inventory, and sorting of a host of sizes and types.

From the viewpoint of cost, the package is justified if the cost which it adds to the unpackaged sheet is made up by the elimination of soilage, spoilage, and returned merchandise to the retailer.

From the viewpoint of the consumer, the package identifies the product both as one worthy of protection and hence valuable in itself, and as one sponsored either by the retailer or by both the retailer and by the manufacturer, whose brand-mark the package carries. Just how far the package should go in detailed description is a subject for great and acrimonious debate among retailers and manufacturers throughout the textile field today. Yet, that some descriptive data are required is generally admitted and frequently recognized by the leading firms in the field as well as by retailers.*

With these two basic functions of the package in the textile field come a group of other functions which have been exploited to a greater or lesser extent by some textile packagers, but have been largely overlooked by the field as a whole. One of these, and a very important one to the retailer, is found in the ease which a properly packaged textile product offers the retailer in the matter of keeping stock. Since inventory, particularly in fields where style changes are frequent, is an extremely vital operation in textile retailing, anything that makes the keeping of such inventories easier quite naturally would have the full approval of most retail organizations. Opinion on this point is unanimously affirmative.

A package properly planned makes the handling of merchandise during inventory much easier and, at the same time, facilitates identification and count. To cite a single instance: The case of kitchen towels which are usually sold by the half dozen or dozen and therefore have been packed in wraps holding a half dozen. The taking of inventory involves merely the counting of the number of packages rather than the counting of six times as many individual towels. Again, in some cases, the retailer finds no possibility of patterns becoming mixed and requiring sorting since all six identically patterned towels are bound to each other by the package. In another instance, the traditional stocking-box is the only means yet invented to permit the retailer to sort and keep sorted the various shades, sizes, and types of stockings in his stock.

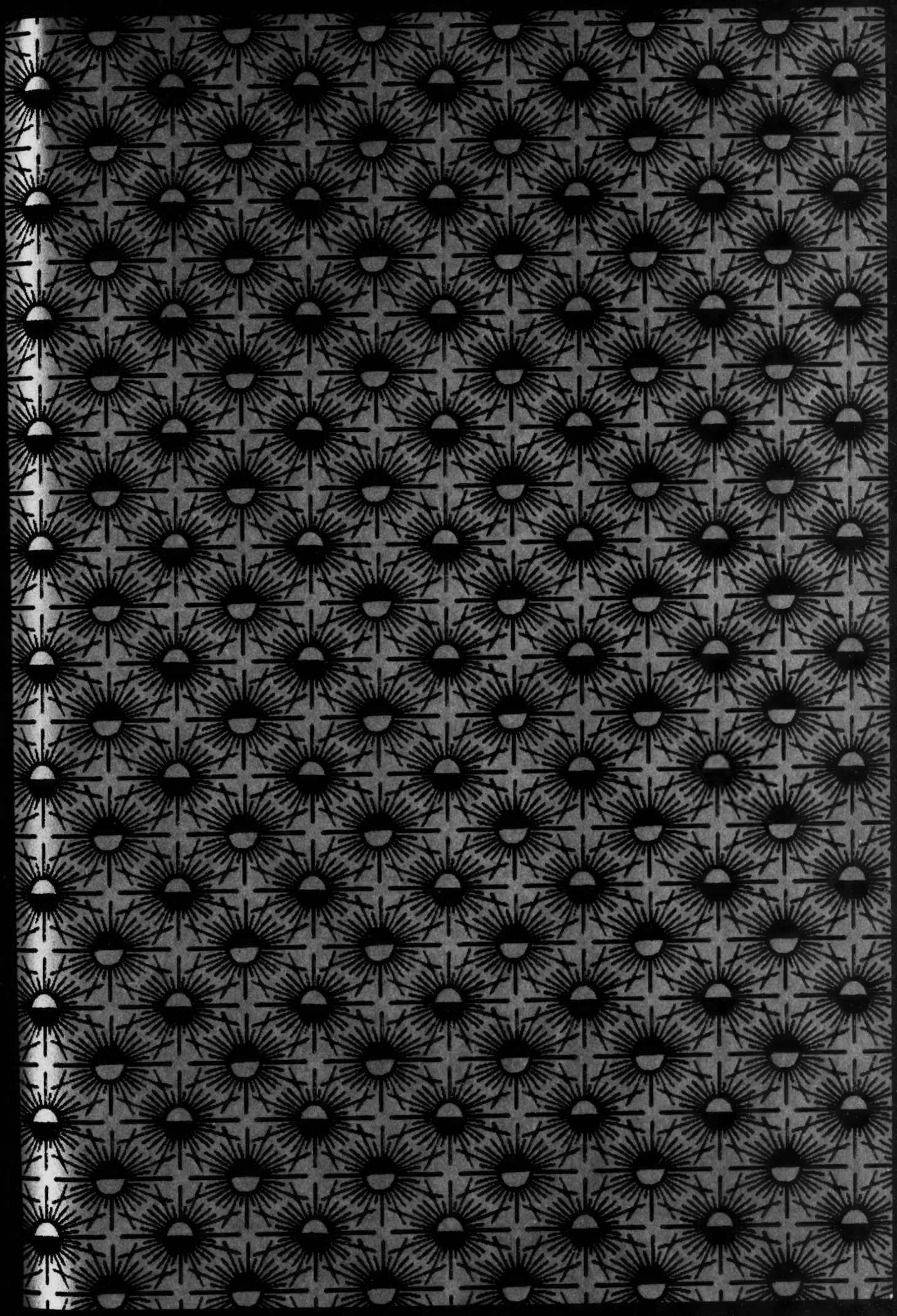
The textile package also provides sanitation in the case of products such as diapers and other articles of personal apparel which would otherwise be subject to handling and laundering prior to use. Obviously, this function is one easily appreciated by the consuming public, and the pity is that all too few packagers of such items take the trouble to explain on their packages the protection they are offering the consumer. Such explanations, where used, have served not merely to establish the quantity of the product itself, but to build up a bond of good will between the consumer and retailer and between both of these and the manufacturer. Further functions of the package are found in the field of display. Here, transparent wraps and the rigid transparent containers have become widely accepted by retailers. In fact, retailer acceptance has run so far ahead of the appreciation of the average manufacturer for this type of material, that many department stores have purchased their own rigid transparent containers, into which ordinarily unwrapped merchandise or merchandise packaged in opaque containers is placed for display. Since textiles are subject to dust and damage from handling, merchandise displayed in store windows has, in the past, been frequently written off from the moment it was placed in the window.

In contrast, many retailers report today that the wrapping or transparent boxing of such varied items as sheets, hats, shoes, gloves, etc., has permitted them to place the displayed merchandise back into selling-stock without any loss or mark-down.

Frequently, too, the merchandise takes on an enhanced appearance when displayed within the container. Particularly is this true in view of the protection against dust which the container affords and the ease with which the transparent container, rigid or flexible, may be wiped clean as contrasted to the difficulty of cleaning a fabric product.

Textile products in many classifications are subject to wide style fluctuation. Since these fluctuations frequently affect the size and shape of the product, and hence that of its potential package, many manufacturers

* As a part of this survey, the Institute of Package Research has quoted retailers as to their desires for specific types of information upon the package. Other details on the retailer's response to these questions will be found in a section of this survey dealing with the Consumer Standards movement and the movement for Fibre Identification, which will appear as part of the second installment of this survey in the December issue of Modern Packaging.



This Insert printed on No. 854 Maroon Eclipse—a Suggestion for Everyday.

A SURVEY CONDUCTED BY THE MODERN PACKAGING INSTITUTE OF PACKAGE RESEARCH

in the style field have tended to avoid the question of packaging as one too impractical, within their fields, for economical exploitation. The package buyer and the package designer must therefore pay particular attention in the future to the solution of such problems by providing packages more economical to produce in short runs, or sufficiently flexible to permit of style and size changes without accompanying package changes. Some steps have already been taken in this direction by a number of manufacturers, and wherever the problem has been logically attacked, most of the difficulties have been easily overcome.

A good part of the difficulty that many textile manufacturers have had with packages has been due to the unwillingness on their part to change from traditional methods of folding their products. This has perhaps been due to a fear of the reactions of dealers and consumers to such changes. Yet, a similar situation has existed and has been overcome in almost every major field of packaging, and the signs of such a willingness to meet the package half way are already clear on the textile packaging horizon.

One manufacturer of folding paper boxes cites several instances in which he could provide distinct package economies for his clients in the textile industry if they could see their way to affect a change in the folding of their products which would permit of a more economical use of boxboard in forming the package. In a number of cases, retailers, too, have commented upon the difficulty of handling certain shapes of packages which, upon check-up by the Institute of Package Research, were found to be so shaped from tradition rather than from a necessity inherent in the product or package itself and therefore susceptible to correction.

A function of the textile package, and by no means its least important, is in the grouping of related items to induce large unit purchases. Textile products, particularly items of wearing apparel, or items for the home, are very frequently purchased as gifts. In addition to holiday purchases, textiles are traditionally given to brides and brides-to-be and on all occasions where the gift is called for in conjunction with the establishment of a new family residence.

The producers of sheets, blankets, stockings, pillow-cases, towels, etc., have found it possible to market very sizable quantities of these items through the use of attractive gift-boxes. Often these boxes serve as utility containers for the product, one of which is for the home. The field has, however, been by no means exploited to the fullest extent and still offers great possibilities for the ingenious packager. It is to be hoped, however, that unlike some suppliers of men's accessory items, these textile packagers do not go too far overboard in the matter of re-use packages, and thus promote a reaction, on the part of the consumer, against all re-use packages because of the excesses of a few.

Cannon uses this box for dealers' shelf stock.

CASE HISTORY OF A NEW TEXTILE PRODUCT

How Cannon Utilizes Packages in Introducing and Promoting Its New Branded Hosiery Line

AMONG THE FIRST AND CERTAINLY AMONG the most progressive of textile firms in respect to packaging has been Cannon Mills, Inc. MODERN PACKAGING has frequently commented upon and illustrated its creations for the sale and display of sheets, pillow-cases, towels, etc., and the All-America Package Competition has in the past awarded its highest honors to several Cannon packages.

Within the past half year, the Cannon name has made its appearance on a complete new line of women's full-fashion hosiery, and the same aggressive merchandising and packaging policy which has characterized towel and sheet promotions has been evidenced in the introduction of this new product.

Each step in the presentation of the product has been accompanied by a parallel step in package planning and

A SURVEY CONDUCTED BY THE MODERN PACKAGING INSTITUTE OF PACKAGE RESEARCH

Above: Three "handy packs" are put up in a combination paper and transparent cellulose container with printed holiday decoration for Christmas sales. **Below:** How Cannon promotes new product and new package via dealer advertising.

design for the convenience of the retailer or consumer. The Cannon attack upon the difficult problem of packaging a product heretofore left unpackaged, because of woman's desire to examine each pair of hose purchased, begins with reliance upon prestige of the Cannon name. Where other manufacturers have seldom felt it possible to provide sealed hosiery which would not require examination, Cannon has attempted so to establish its prestige with women that they will voluntarily accept Cannon's word for quality and uniformity of every pair.

To assure women of getting their hosiery mill-finished, free from flaws or snags, Cannon developed what it calls a "handy pack." Each pair of hose is carefully folded and inserted in a cellulose envelope which is sealed at the mill. On the front of this envelope are the important features women should know about Cannon hosiery. On the back, a label tells what the envelope contains—size, number, quality, construction, and color with which it should be worn. Thus, granting advantages in the Cannon name, all necessity for examining the individual stockings is removed. The "handy pack" is of a size convenient for carrying within the average purse. It should be noted that the package meets the basic requirements of the textile package (as described in a preceding section of this survey), providing both protection and full explanation.

In spite of this wide departure from traditional merchandising principle, Cannon has felt it necessary and desirable to meet tradition when considering the matter of a box for the retailer's stock. Here, the conventional flat full telescopic box has been used, with a label identifying the product by color, number, quality, size, etc., and gayly decorated after the manner of the earlier Cannon packages for sheets and towels.

For Christmas package designs, to encourage quantity purchases, a completely different type of box has been developed. A group of "handy packs" are here found resting on a red set-up base with a transparent hood fitting down over the individual packages and into the side walls of the base. The rigid cellulose hood is printed with conventional ribbon and holly effects, so designed as not to mask the printing on the topmost of the individual "handy packs." It is contemplated that dealers will use these packages for display and will fill each to meet the individual needs of every purchaser.

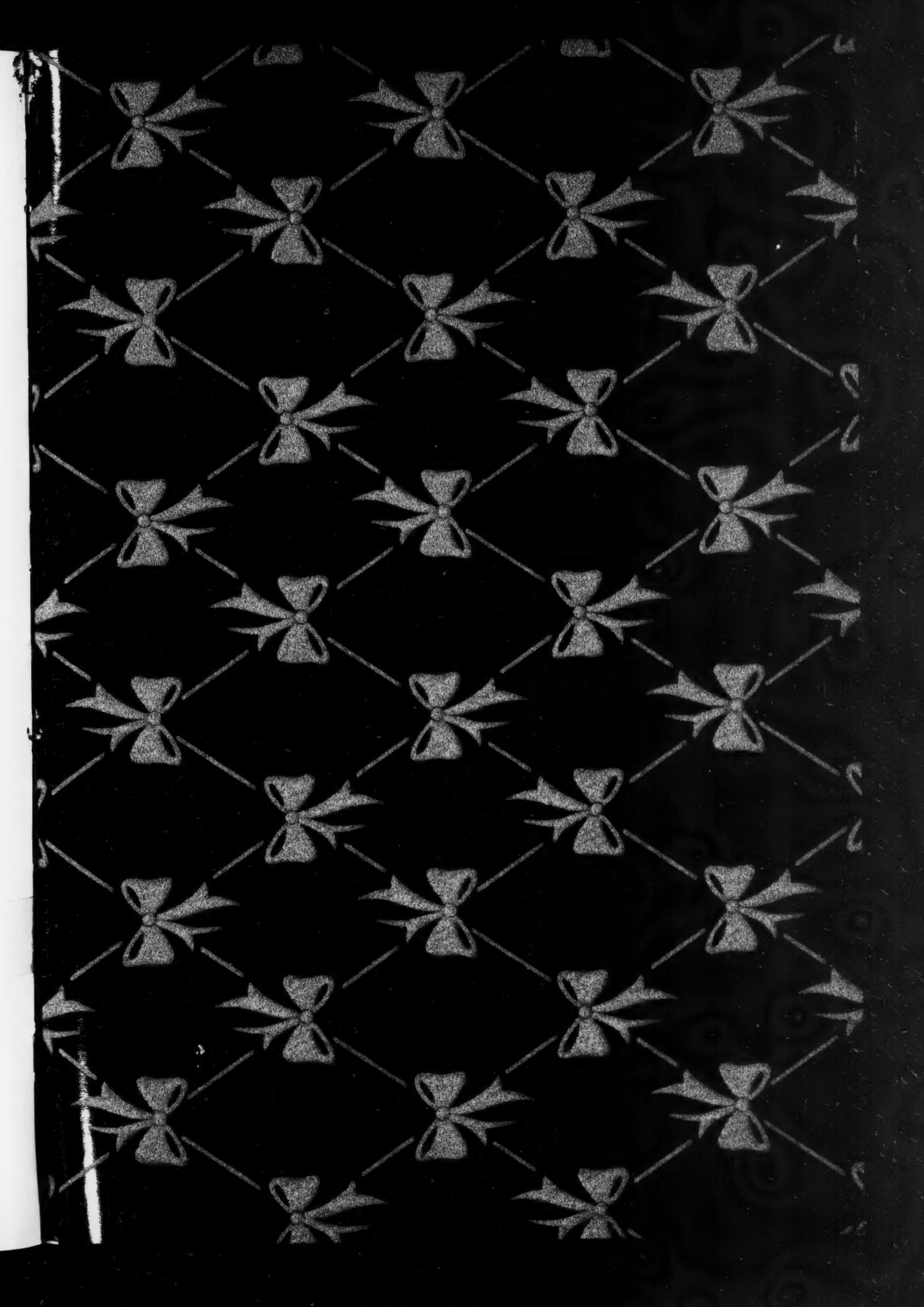
Obviously, the package program described in the foregoing paragraphs is possible only where wide public acceptance has been built up for the brand name or manufacturer's name which accompanies the product. But, granted such acceptance, the methods used—and their success in the retailing field—have demonstrated the possibility of providing factory-sealed merchandise for even so difficult a product to package as women's hosiery, to mention only one of several.

(Part 2, The Textile Industry—A Survey, will follow in December.)

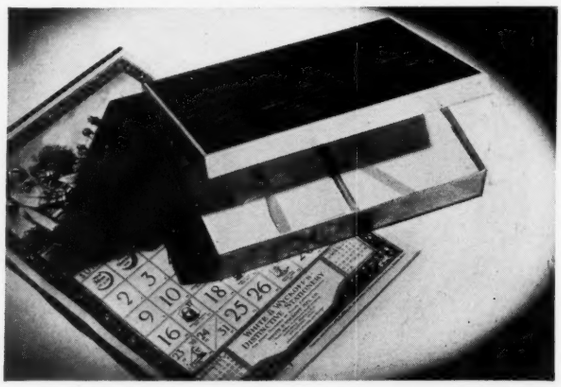
A New Achievement

by

HOLYOKE CARD AND PAPER COMPANY
SPRINGFIELD, MASS.



BILLET DOUX AND DATES



HERE'S A BOX OF SOCIAL STATIONARY CONtaining 36 double sheets of writing paper in two sizes, and 36 envelopes, which, the manufacturer says, "is suitable for every occasion of social correspondence for women or men." Presumably, this handsome cardboard box with its contents of white vellum note-paper is worth the price placed upon it. The question, from a merchandising standpoint is, how many more could the manufacturer sell if he gave every purchaser—free for nothing—something of real value besides? Would the gift boost the volume and cover the extra cost?

Because White and Wyckoff Mfg. Co., does it every year, it probably accomplishes just that. The gift has by this time become more famous than the box of stationery—the W. and W. art calendar which the company has been publishing for more than 34 years. This year it consists of twelve sheets (24 pages), printed in rotogravure, border designs and numerals by Walter Dorwin Teague. The theme of the 1938 calendar is "Festivals the World Over."

The illustrated headings of the calendar-pages are all reproductions of actual photographs of people and scenes in the countries represented. Of the calendar the company says: "It was impossible for us, of course, to portray all the festivals in countries abroad. Naturally enough, too, having only twelve sheets, we were compelled to confine our selection to only twelve countries.

"No matter the country, no matter whether or not the people can read, and in spite of the telephone and telegraph or other modern means of communication, the mails everywhere are used generously. Regardless of their manner of observing festivals, the postal systems of every country the world over are efficient, widespread, and regardless of the way the people celebrate their festivals, their postal systems are pretty much alike. There is still no substitute for a letter. Nothing can take its place. Nothing is so private, so personal, so permanent. There is still no joy, no comfort akin to the receipt of a long-looked-for letter."

"In spite of increased costs for paper, engravings, labor," says the company "a nominal fee of only 25c is made for the calendar" (when sold separately).

Index of advertisers

Aluminum Co. of America 40–41
American Can Co. ..... Inside Front Cover
American Coating Mills, Inc., Carton Division 9
Anchor Cap & Closure Corp. 10–11
Arabol Mfg. Co., The 115
Armstrong Cork Products Co., Closure Division 101

Bakelite Corporation 12
Beck Machine Co., Charles 97
Bostitch, Inc. 111
Burt Co., Inc., F. N. 103

Capstan Glass Co. 10–11
Carolina Crest Hotel 63
Chambon Corporation 93
Colton Co., Arthur 97
Consolidated Fruit Jar Co. 119
Consolidated Packaging Machinery Corp. 77
Container Corp. of America 4
Continental Can Co. ..... Insert 104–105
Crescent Ink & Color Co. of Pa. 118
Crown Can Company 5
Crown Cork & Seal Co. 7

Dejonge & Co., Louis ..... Insert 8–9
Dexter Folder Co. 87

Eddy Paper Corporation, The 117

Federal Tool Corp. 113
Ferguson Co., J. L. 79
Forbes Lithograph Co. 57

General Plastics, Inc. ..... Inside Back Cover

Hampden Glazed Paper & Card Co. ..... Insert 4–5
Hazen Paper Company ..... Insert 22–23
Heekin Can Company 109
Helmold & Bro., Inc., J. F. 27
Holliston Mills, Inc. 19
Holyoke Card & Paper Co. ..... Insert 116–117
Horix Manufacturing Co. 93
Hygienic Tube & Container Co. 111

Kiefer Machine Co., Karl, The 73
Kimberly-Clark Corp. 105
Kimble Glass Co. 21

L. C. Machinery Co., Inc. 81
Lowe Paper Co. 107
Lowery & Schwartz, Inc. 117
Lusteroid Container Co., Inc. 115

Marvellum Co., The ..... Insert 112–113
Meyer Bros., Joseph H. 119
Middlesex Products Corp. ..... Insert 20–21
Miller Wrapping & Sealing Machine Co. 91
Model Machinery Corp. 99
Mundet Cork Corp. 26

National Can Corporation 23
National Packaging Machinery Co. 85
National Process Co., Inc. 61
New Jersey Machine Corp. 89

Owens-Illinois Glass Co. 28

Package Machinery Co. 66
Peters Machinery Co. 91
Phoenix Metal Cap Co. 1
Plaskon Co., Inc. ..... Back Cover
Pneumatic Scale Corp., Ltd. 69
Pyroxylin Products, Inc. ..... Insert 24–25

Redington Co., F. B. 2
Resinox Corporation 119
Richardson-Taylor-Globe Corp. 16
Riegel Paper Corp. 25
Ritchie & Co., W. C. 6
Royal & Co., Thomas M. 8

Salem Glass Works 10–11
Seeley Tube & Box Co. 13
Sefton Fibre Can Co. 18
Simplex Paper Box Corp. 20
Speedway Manufacturing Co. 63
Standard-Knapp Corp. 71
Stokes & Smith Co. 75
Sylvania Industrial Corp. ..... Insert 16–17
Syntron Company 97

Triangle Package Machinery Co. 95

Union Paste Co. 113
Union Steel Products Co. 63
U. S. Automatic Box Machinery Co., Inc. 85
U. S. Bottlers Machinery Co. 83

Waldron Corp., John 95
Warner Brothers Co. 22
Wheeling Steel Corp. 17
Whiting Co., Inc., C. R. ..... Insert 12–13
Wrap-Ade Machine Co., Inc. 99

MODERN PACKAGING
BRESKIN & CHARLTON PUBLISHING CORP.
425 FOURTH AVENUE, NEW YORK CITY

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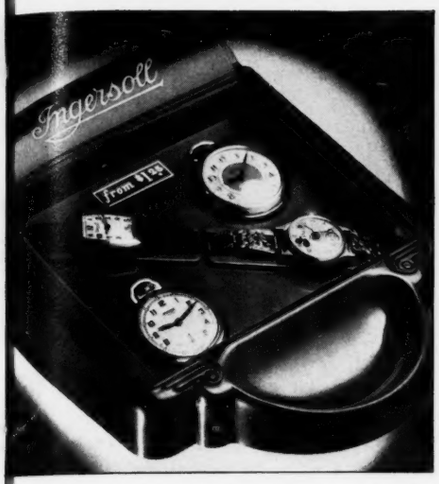
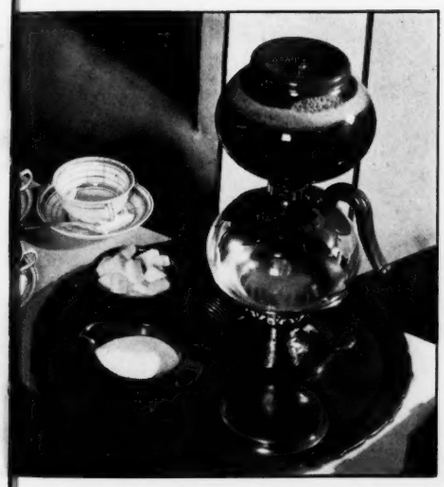


ERSOLL capitalized on Durez' design possibilities reate a display that paid real dividends. Dealers it front counter space because of the handy molded-hange tray. But more important than securing a r sales increase, it helped to open many new outlets!



e 1932 SILEX has been adding at least one new z part or accessory each year. The present set has . The gay color of the Durez parts, their light weight permanent beauty give the set real appeal and utility.

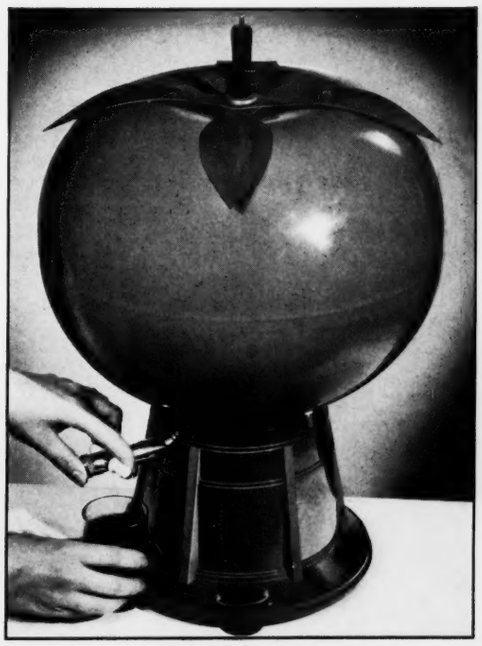
STERINE made front page packaging news by switch- to a molded Durez closure. Reasons for the change: ez caps never jam. They're more beautiful, chemi- inert, and give permanent identity because the erine monogram is molded in the top.

With these seven manufacturers using DUREZ to merchandise their products

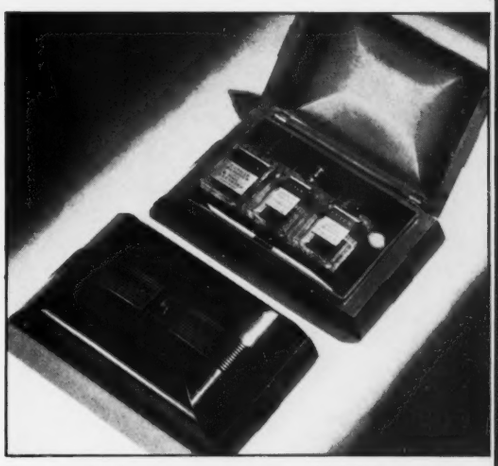
No matter what you make, or what your merchandising plan may be, why not learn more about this versatile hot-press phenolic plastic . . . find out if it can help you to increase the sales of *your* product, as it has others. We have many interesting suggestions which we shall be glad to give you. Write General Plastics Incorporated, 1211 Walck Road, North Tonawanda, New York.

General Plastics'

DUREZ



An hour and a half after the first BARNHAM Tomato Juice Display was up in a store, the clerk phoned frantically for more tomato juice. That's typical of the large quantities of tomato juice sold by this luscious tomato molded of red Durez. Today big tomato juice manufacturers are ordering in large numbers.



For the third year in succession, CUTEX used a new Durez package. Skilled design and standout utility combine to give the kit "impulse appeal" second to none. It's helping Cutex to score a sensational sales success on one of the most highly competitive items sold to women.

BAUSCH & LOMB scooped the optical industry with a new Durez spectacle case. It's sleek and colorful, light in weight. Users appreciate its pleasant-to-touch surface finish, find it doesn't grow shabby with just a few months' use, as some of the older cases did.

Sales soared 32% when the LARSEN BAKING CO. packaged their holiday fruit cake in a re-use Durez container. It won an All-American Packaging Award and aroused so much interest that other bakers immediately began planning Durez packages for holiday merchandise.

OFF THE FIRE....

ONTO THE TABLE

• Not a packaging application? Well, let's see.

"Servet" is a sensationally successful combination of utility and beauty. It packages the sizzling, delicious food right fresh from the fire to the table, and it distinguishes the table by its smartness. Plaskon proves its versatility by creating the platters which keep "Servet's" heat away from the table top and by lending its gay color to "Servet's" decorative value.

What a packaging application!

PLASKON

PLASKON COMPANY, INC., 2122 SYLVAN AVENUE, TOLEDO, OHIO